Southern GRD Southern S

AUGUST 1957

In this issue

A Report on Wages and Working Hours Pg. 26

Including the SOUTHERN FARM EQUIPMENT Section

show 'em this plier...

and YOU'LL SELL IT



For a longer profit per sale... SELL QUALITY



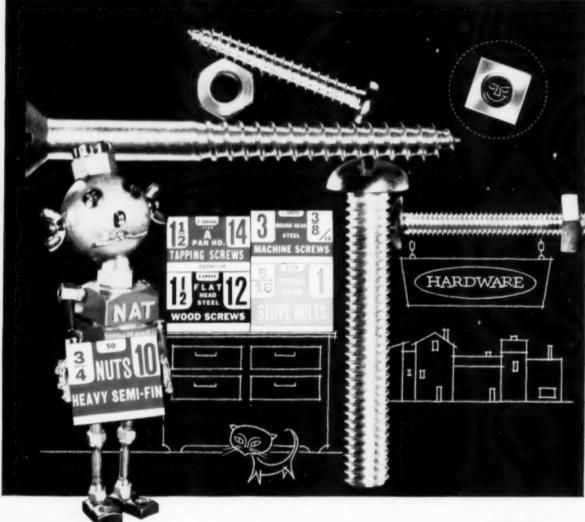
CHANNELLOCK

National Advertising



A sale is in the making every time your customers "heft" a Channellock 420 plier. The reason? No other plier does so many jobs so well. It grips any shape . . . of any size (%" thru 1%") . . . with a grip like a pipe wrench. This all 'round usefulness is the reason why more and more householders . . . as well as mechanics . . . want and buy Channellock 420. So make the Channellock line your plier line . . . and let the Channellock 420 lead the way to greater profits for you.

CHAMPION DEARMENT TOOL COMPANY



NAT" STANDS OU

with dress-parade packaging



Brighten up your fastener shelves and speed up off-the-shelf selection with the snap and color of National's high-visibility labeling and uniform packaging.

These smart, trim boxes stand out, boldly identifying National quality by their glossy red and black finish. Color-coded labels make stock handling easier, too! Colors quickly identify fastener types. And sizes are printed large enough to see, even on higher shelves.

Standardize on National's most complete, accepted quality line . . . packaged to stand out boldly for greatest sales appeal.

Ask Your Distributor . . . He Knows



THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal. 3423 South Garfield Ave. . Los Angeles 22, Cal.



SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. U.
Subscription price in United States and possessions
Entered as second-class matter at the post office. Dalton, Georgia, a

of March, 3, 1879. Volume 126 Number 8

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta S. Ga.



Stormproof roofing has dual strength

Stormproof Galvanized Steel Roofing makes a strong roof, and it makes a strong merchandising item. Hurricanes have proved Stormproof's physical strength, and consistent advertising in Southern Planter and Progressive Farmer is developing its strength at the market-place. It pays to carry Stormproof; Galvanized Steel Roofing; be sure to carry adequate stocks at all times.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.



NEW ARDOX SPIRAL NAILS

are available in 5 package sizes to fit every job

AVAILABLE WITH 1, 5, 10 OR 25 POUND BOXES IN ONE 50 POUND SHIPPING CARTON

THE DISTRIBUTOR likes them because:



- Big dealer demand . . . builds turnover
- They are easily warehoused . . .
 ARDOX nail cartons are readily stacked and shipped
- Quick identification . . . size and weight information is clearly printed on two sides of carton
- . They reduce inventory time

THE DEALER likes them because:



- They're convenient for selfservice operations
- . They permit attractive displays
- Weighing and wrapping are eliminated
- Packaged to meet every customer's needs
- . No bins or kegs required

THE DO-IT-YOURSELFER
AND ALL YOUR CUSTOMERS
like them because:



- Increased holding power—gives stronger, longer-lasting construction
- Easier driving—up to 30% easier driving speeds construction
- Less splitting—threads into wood with minimum fiber damage
- More nails per pound—there are more ARDOX nails per pound

For details write to the Jones & Laughlin Steel Corporation, 3 Dateway Center, Fitteburgh 30, Pennsylvania



Jones & Laughlin

. . a great name in steel

Southern

Hardware & Allied Lines - - Farm Operating Equipment

Vol. 126

August, 1957

No. 8

T. W. McALLISTER, Managing Director RALPH E. KIRBY, Editor

Sid Wrightsman, Jr. Associate Editor

Frances A, Kelly Assistant Editor

BARON CREAGER, Southwestern Editor [7713 Inwood Road, Dallas 9, Texas]

CHARLES E. SMITH **Business Manager**

J. A. MOODY Production Manager

CONTENTS

Business Trends	6
Industry News	
Traffic Stopping Displays	23
Survey of Wages and Working Hours	26
Modern Hardware Supermarket	28
Bringing Those Customers In!	31
Winning the Do-It-Yourself Trade	32
Beck & Gregg Show	33
NRHA Convention	35
Catalogs & Bulletins	40
Dealer Sales Aids	57
New Products	

FARM EQUIPMENT SECTION

Facts and Trends	81
News Highlights	82
Profits from LP Gas Conversions	86
Farm Trials Develop Sales	88
Parts System Builds Added Profits	89

ANNUAL SUBSCRIPTION \$1.00

Rusiness Representatives

Husiness Representatives
W. L. Rogers, 240 Noroton Ave., Darien, Conn. Phone: OL.
5-9976: New York, N. Y. Phone Murray Hill 2-4953; J. D. Parsons, 29 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712;
George Isternoon, 550 Rutherford Drive, Springfield (Del. Co.)
Pa., Phone: K. I. 3-0700; Hugh Aull., 333 N. Michigan Blyd.,
Chicago, Ill.; Phone CE 6-4131; A. E. C. Smith, P. O. Rox 3054,
Cleveland 17, Ohio, Phone: Cherry 1-7352; L. B. Chappell., 810
S. Robertson Blyd., Los Angeles 35, Calif., Phone CR 4-5151; W.
C. Rutland, P. O. Box 102, Gastonia, N. C., Phone: UN 7-7995;
Baron Creager, 7713 Inwood Rond, Dallas 9, Texas, Phone;
Fl. 7-2937; Ray Rickles, 701 Chamber of Commerce Bidg.,
Miami, Fla., Phone: FR 1-0376.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

806 Peachtree Street, N.E., Atlanta 8, Ga.

Publishers Also of

ELECTRICAL SOUTH

SOUTHERN AUTOMOTIVE JOURNAL

SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES

SOUTHERN POWER & INDUSTRY

W. J. Roore, Chairman of the Board; Richard P. Smith, President and Treasurer; T. W. McAllister, First Vice-President; E. W. O'Brien, Vice-Pres.; A. E. C. Smith, Vice-Pres.; John C. Cook, Vice-Pres.; A. F. Romerts, Secretary; Seba J. Jones, Assistant Secretary and Treasurer

Copyright 1957, W. R. C. Smith Publishing Co., Atlanta, Ga



you can make more money selling

D & M Sports Equipment



A complete line of athletic equipment designed for your retail sale, as well as Little League, Babe Ruth League, Pony League and other youth teams.

Permits you to handle a complete line with distribution through select wholesalers so geographically located to give you prompt and efficient service on all reorders.



QQ 3 Quality merchandise with eye appeal galore, competitively priced.



MacGregor tennis rackets, badminton sets, tennis and golf balls.



Free window and counter display materials,



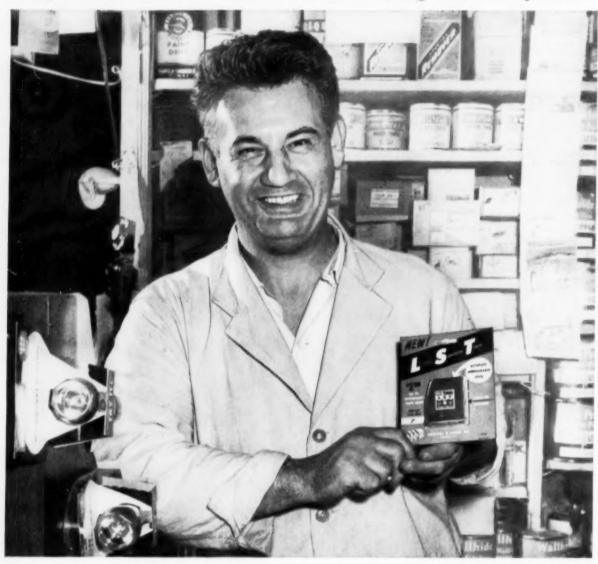
DON'T DELAY. Write now for name of your nearest distributor and copy of latest catalog with dealer price list.

DRAPER-MAYNARD Sports Equipment

4861 Spring Grove Ave. . Cincinnati 32, Ohio

"My customers like the convenience of a 3-in-1 level, square and tape.

After buying an LST, one customer came back and bought twelve more for gifts. The K&E LST is one of the best selling items in my store."



More dealers, like Sam Stein, of Millburn Hardware, Short Hills, N. J., find that the popular LST is moving off their shelves faster than ever. It's the only tape on the market with 3 practical uses that everyone finds helpful, at home or on the job.

Here are the features that make the LST a best seller . . .

- Easy-view, unbreakable built-in level
- · Sliding end hook that grabs and holds
- Rugged chrome plated casing of die cast construction
- Refill blades available

Be sure to place your order TODAY . . . cash in on the availability of this fast moving, K&E tape NOW.

K&E makes it easy for your customers to see, like and buy this handy tape. The self selling "blister" display stops the eye. It's pilfer proof.





KEUFFEL & ESSER CO.



BUSINESS TRENDS

- Business Picture—For the remainder of the year business activity probably will be in a rising trend. Auto sales are beginning to pick up after a spring lull and the introduction of new models in the year's final quarter should give sales a further boost. Meanwhile, lower FHA down payments are expected to give a shot in the arm to residential housing construction, presently down about 7% from a year ago. Overall, however, the threat of further inflation is a real one. As a result of the jump in steel prices hardware dealers will find prices of most items edging up.
- Consumer Credit—Despite inflationary pressures people still have no hesitancy in borrowing for autos and home improvement items. At the end of May, consumer installment credit amounted to \$32 billion, up \$369 million from April. Total consumer credit outstanding at the end of May hit \$41.7 billion, a 7.2% rise over a year ago. (SOUTHERN HARDWARE's current survey of the credit situation, reported in this issue, shows that credit sales now account for about half of a typical dealer's annual volume.)
- Durables Production—Output of consumer durables dropped about 9% from last December to May of this year. Pick up in housing sales should bring about some improvement in home appliance sales, garden supplies, and other hardware items. Production will increase as inventories are built up.
- Personal Income—Consumer disposable income in the first quarter of 1957 was at an annual rate of 295.4 billion dollars, more than 5% above a year ago. At the same time personal consumption expenditures in the first quarter totaled 275 billion dollars, also 5% above a year ago.
- Housing Construction—Construction activity, after a decline of several months, increased in the second quarter. Housing starts in May rose to a rate of 990,000, approaching for this first time in 1957 the million-unit rate exceeded each year since 1948.
- ▶ Wholesale Sales Sales by the nation's wholesalers in April, the latest month for which figures are available, were 6% above April, 1956 and for 1957's first four months were 4% ahead. Sales by hardware wholesalers were somewhat below the national average, down an average of 1% in April, but up 1% for the year to date. By regions, sales by hardware wholesalers for the year's first four months were as follows: South Atlantic, up 2%; East South Central, down 3%; and West South Central, down 4%.
- ► Employment—Continuing high-level employment is a good omen for retail sales, and with a probable increase in production as the year goes on the number of persons at work likely will expand.
- ► Farm Income—In the first five months of 1957 farmers received about 10.4 billion dollars from marketings, a 2% gain over the corresponding period of 1956. Prices averaged 3% higher than last year, but marketings were down.

MOWING!



CHOREMASTER SAFE GUARD MOWERS

New CHOREMASTER Safe "T" Guard Mowers and Tiller/Mowers break the rotary mower sales barrier, opening a vast untapped new market. Now, anyone with a lawn...even the safety "fanatic"... can be sold a CHOREMASTER Rotary Mower!

Your customers can see this safety . . . you can see it . . . and when you do, you'll see too, the greatest opportunity for rotary mower sales ever to burst upon the power tool market!

New CHOREMASTER Mowers and Tiller/Mowers . . , with the exclusive Safe "T" Guard . . . are so revolutionary they have made competitive '58 models obsolete before announcement! You can have the opportunity to lead the field with CHOREMASTER. In the next few weeks, our salesmen will be calling on dealers and distributors. Will your name be on their lists?

ATTENTION, BUYERS! If you are qualified to capitalize on the CHOREMASTER potential in your area, ask for complete information on CHOREMASTER'S Guaranteed Full Profit Per Sale plan of distribution.

Write to: Farm & Garden Sales, Inc. Subsidiary of Weber Engineered Products, Inc. 832 Evans Street Cincinnati 4, Ohio Telephone WAbash 1-6200

These famous shooters...



help you sell
Peters "High Velocity" 22's

Burnett P. "Hipshot" Hall Newport, Tenn.





boost your Peters
"High Velocity" shotgun shell sales

Paul Fullop, Carmi, Illinois





support your
Peters "High Velocity"
center fire sales

John A. Hunter, world famous lion hunter, Kenya Colony, Africa



THESE well-known guides and hunters know the value of power and accuracy in their ammunition. That's why they all choose Peters "High Velocity" when they are out after woodchucks, ducks or even lions.

And what's more important they have been telling your best customers why it pays to shoot Peters. Colorful and interesting testimonials appear monthly in the nation's leading outdoor books. Testimonials that survey after survey prove shooters read and believe!

It's a powerful sales story for you that means bigger Peters sales. Check your stock now. Make sure you have a good supply of the entire Peters line. More of these exciting ads are on the way. They'll mean more sales than ever!



packs the Power!

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, In



A gift of lasting value for your customers with your compliments!



Your store name and address imprinted here FREE

A new and enlarged edition of TCI's popular Farmers and Ranchers Handbook is ready. And it's a humdinger,

NEW

EDITION

72 pages

12 more

Containing more facts, more usable, everyday information and more timeand-money-saving ideas than any previous issue, this new edition is available to every farm home in your area through your store with your compli-

And, from the tremendous demand for earlier editions, just about everybody visiting your store will want a copy of this larger, vastly improved edition. So be sure to order enough to go around . . . and be sure to put them out where prospective customers can see them. For, remember, TCI's Farmers and Ranchers Handbook is also an interesting catalog of the complete TCI line of USS Quality Steel Products for the Farm, including USS Tenneseal V-Drain Roofing, USS Corrugated Roofing, USS American Fence, Barbed Wire and Poultry Netting, USS Baling Wire, Tenneseal Nails and Staplesall easy-to-sell items it will pay you to carry and feature.

If you stock Tenneseal Roofing and USS American Fence, we will furnish you with as many copies as you need of the new Farmers and Ranchers Handbook for free distribution from your store. For further information, contact our nearest District Office, or write direct to Fairfield.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION GENERAL OFFICES: FAIRFIELD, ALABAMA District Offices CHARLOTTE - FAIRFIELD - HOUSTON JACKSONVILLE - MEMPHIS - NEW DRLEANS TULSA

Quality Steel Products for the Farm



INDUSTRY NEWS

Ingram Joins Lawson H. Yates Organization

LAWSON H. YATES Co., manufacturers' representatives with headquarters in Nashville, Tenn., announces the appointment of John Ingram, Charlotte, N. C., as a sales representative for the organization.



John Ingram

Ingram has had more than 20 years of selling experience and for the last nine years called on the wholesalers in the Carolinas and Virginia. He now will call on and service the wholesalers in this territory with headquarters in Charlotte.

New Sales Arrangement for Igloo Product Line

ALL production and sales activities of Igloo water cans and coolers will be assumed by Igloo Corp., 35 South Cooper St., Memphis, Tenn. These sales were formerly handled by the Bettis Corp. of Houston.

This change, effective August 1, was announced by W. N. Wilkerson, executive vice-president.

After the August date, Igloo

Corp. will receive orders, make shipments and write invoices, although the production facilities and shipping facilities will remain in Houston.

The address of the Igloo Corp. in Memphis is: P. O. Box 8227, Memphis 4, Tenn. The phone number is Broadway 6-4421.

Central Hardware Elects Stanley Cohen President

STANLEY COHEN was elected president of Central Hardware Co., St. Louis, Mo., at a recent meeting of the board of directors. Julius Cohen, who has served as president since 1936, was named chairman of the board.

Belknap Elects Two to Board of Directors

The Election of John H. Anderson, Jr., and Joseph A. Shearer to the board of directors of Belknap Hardware and Manufacturing Co., Louisville, Ky., was announced by Russell Procter, president, following the recent annual stockholders' meeting.

Anderson, a graduate of Mississippi State College, joined Belknap's in 1947. He served in a number of sales capacities before being appointed sporting goods buyer in January 1955.



Shearer

Anderson

Shearer was graduated from Eastern State College and joined the Belknap organization in 1939. He became sales manager of the Kentucky Division in 1947 and sales director of that division in May 1954.

American Chain Presents New Sales Program



Plans for the promotion of a new Sling Chain program by the American Chain Div., American Chain & Cable Co., Inc., York, Pa., were outlined and established during a recent series of three day sales meetings. District sales managers and salesmen from all districts attended



Extra long, sharp serrated surface on all U-Brand metal insert fittings insures greatest clamping security for maximum permanence in plastic pipe installations. Raised serrations are clean and sharp . . . become firmly embedded in pipe walls.

For utmost strength, U-Brand insert fittings are made by one-piece construction. Insert ends are precision machined to close tolerances. You get a snug fit, smooth clamping surface every time for fast, easy and secure installation.

U-Brand metal insert fittings are available in brass and steel. There's a shape and size for your every need.



For your added protection, each U-Brand fitting is individually inspected. U-Brand quality builds your reputation as well as profits. It pays to stock and sell U-Brand Pipe Fittings.

A SINGLE SOURCE FOR ALL YOUR PIPE FITTING NEEDS

Galvanized and Black U-Cote Malleable Iron Pipe Fittings— Unions—Plugs and Bushings—Cast Iron Drainage and Screwed Fittings—Steel Nipples and Couplings—Insert Fittings for Plastic Pipe.



The
Union Malleable
Manufacturing Company
Ashland, Ohio



Republic BLUE

The plus advantages of BLUE RIDGE channel-steel roofing make it the Number One buy at standard prices. Sketch on facing page shows why.

Made in 29, 28, 26 and 24 gages of galvanized steel, BLUE RIDGE is far superior to other roofing materials - and at lower cost. What's more, it can be applied over purlins spaced up to 30 inches apart. BLUE RIDGE is fireproof and lightning-proof when properly grounded. It is also verminand rot-proof ... makes excellent siding.

Perfected design features make Republic BLUE RIDGE leakproof at both side and end laps. Certified full weight ASTM A-361 galvanizing insures long life.

> Write for free advertising and merchandising kit that will help you sell!

CONTACT YOUR LOCAL DISTRIBUTOR NOW!

- ALL THESE FARM



A complete range Flexible plastic pipe for wells, stock and poultry watering,

FUNDA ON UND Full line of welded or weldless chain.

SCHOROROROROROROR

EPUBL



Manufactured in the South for

Southern Steel Plant-Gadsden, Alabama,

RIDGE Steel Roofing

The only Channel Type
Roofing that can take 5 nails
across for extra holding
power in severe winds!



PRODUCTS FROM ONE SOURCE... REPUBLIC STEEL



All types and sizes of highquality nuts and bolts.



Galvanized barbed wire in five popular sizes.



Precision-wound automatic baler wire to fit all popular balers.



Waven wire fence in all widely used styles and sizes.

STEEL

Southern Farms

General Offices—Cleveland, Ohio

REPUBLIC STEEL CORPORATION Dopt. C-4404

Dept. C-4404
3224 East 45th Street • CLEVELAND, OHIO
Please send me Dealer Promotion Kit, including informa-

tion on other Republic Farm Products.

Name

Address

City

State _

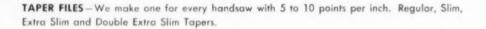
Stock up on these best selling Black Diamond files for fall

This is the time to check your inventory of Black Diamond saw files. These Autumn best sellers shown here are three basic tools that have already proven their salability in hardware stores. Be sure to keep enough on hand. Order from your wholesaler. He'll give you prompt delivery on the files you need.

ROUND SMOOTH CUT CHAIN SAW FILE—A best seller designed by Nicholson in cooperation with leading chain saw manufacturers. Especially suited to new high-speed chains, and ideal for all round-hooded chains. 8" length; 3/16", 7/32", 1/4", 9/32", 5/16" and 3/8" diameters.



MILL FILE—Seasoned stand-by for sharpening mill and crosscut saws and for a multitude of smooth-finish filing jobs around the home, shop and garage. Available in 4" through 16" lengths. The 8" Mill Bastard is the most popular size.



FREE: Big new edition, "FILE FILOSOPHY"—61 pages, dozens of illustrations on selection and use of files. Send for your copy soon.

NICHOLSON FILE COMPANY . 15 ACORN ST. . PROVIDENCE, RHODE ISLAND

(In Canada, Nicholson File Company of Canada Ltd., Port Hope, Ontario)



BLACK DIAMOND FILES AVILE FOR PURPOSE

Southwestern Housewares Market Scheduled for Dallas, Sept. 14-19

THE FIRST Southwest Housewares-Hardware and Recreational Market, sponsored by the Dallas Manufacturers and Wholesalers Association, is to be held in Dallas September 14 - 19, in the adjoining ballrooms of the Adolphus Hotel.

More than one hundred national exhibitors will stage merchandise displays especially tailored to meet the trends of Southwestern product needs, brand preferences, and buying tastes. Buyers from all over Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Western Tennessee, and New Mexico are expected to attend. The market is staged for manufacturers' exhibits only.

The attendance of both buyers and manufacturers is expected to run high. As the announcement points out, with the tremendous construction boom in progress throughout the entire Southwest, and especially in Dallas, "Southwest wholesalers and retailers have discovered a new, virtually untapped market for every conceivable type of housewares, hardware, and recreational item. All the new mercantile and residential building, both in Dallas and all over the expanding Southwestern market, points to an ever-increasing housewares and hardware market, with no apparent sales limit in sight."

Initiation of the Southwest Housewares-Hardware and Recreational Market gives Southwestern buyers an opportunity for the first time to meet national manufacturers and shop the newest lines of merchandise, previously presented only in the East.

Executive planners of the market have arranged a maximum amount of time for Southwestern buyers to shop and get acquainted with national manufacturers. The official schedule is as follows: Saturday, September 14, setting up exhibits; September 15, 9:00 a.m. to 5:00 p.m., registration and shopping; September 16, 17, and 18, 9:00 a.m. to 5:00 p.m., shopping; and September 19, 9:00 a.m. to 12:00 noon.

Southwestern buyers and na-

tional manufacturers alike, shopping the market in Dallas' centrally-located Adolphus Hotel, will find theaters, musical entertainment, and restaurants easily accessible.

Parker to Head Kwikset Locks Under New Setup

KWIKSET LOCKS, INC., Anaheim, Calif., has been acquired by The American Hardware Corp., New Britain, Conn., according to an announcement by both companies.

At a meeting held at the Kwikset plant in Anaheim recently, the following were elected to the board of directors: Evan J. Parker, David Muirhead, Maurice Jones, Jr., Wil-



Evan J. Parker

liam J. Ziegenhein, Robert J. Hutchison, Roy C. Bolt, and Robert E. Parrett.

Officers elected were Evan J. Parker, president; William J. Ziegenhein, vice-president and general manager; David Muirhead, vice-president and treasurer; Richard F. Berry, vice-president and secretary; Robert J. Hutchison, assistant secretary; and Cleland K. Nelson, assistant treasurer.

Kwikset will be operated as a corporated subsidiary of The American Hardware Corp. for an indefinite period of time.

Hogan to Cover Florida as McKinney Sales Rep

The appointment of James T. Hogan as a company sales representative assigned to the state of Florida was announced recently by H. N. Campbell, Jr., vice-president in charge of sales, McKinney Manufacturing Co., Pittsburgh, Pa.

Hogan was graduated from Duquesne University and joined McKinney a year ago as a sales trainee. A native of Sewickley, he will move to central Florida.



James T. Hogan

Hogan replaces Larry Sebastian, of Orlando, Fla.

In other assignment changes, Edward G. Kornegay, AHC, who has been a sales representative in the Southeast for McKinney since 1953, has added Atlanta to his territory which now includes North and South Carolina, Georgia, and Eastern Tennessee. The Atlanta area has been covered by Russell A. Smith, sales representative for McKinney since 1926, who retired effective July I.

Caldwell Now Represents National Wire Products

NATIONAL WIRE Products Corp., Baltimore, Md., announces the appointment of Eugene B. Caldwell as its sales representative covering the states of Virginia, North and South Carolina, and Georgia with his headquarters at Greensboro, N. C.

Caldwell has served for some time as a manufacturers' representative in the steel line.

HARDWARE DEALERS! Write for complete Information on how to...

MOST VERSATILE

OF ALL BOLT MERCHANDISERS



nrho

ALL LAMSON SERVE YOURSELF PRODUCTS ARE GIVEN A RICH, LUSTROUS PLATING OF ZINC AND ADDITIONAL, CLEAR CHROMATE TREATMENT FOR A FINISH THAT LASTS... AND SELLS!

CHECK THESE VERSATILE FEATURES:

INCLUDES FIVE ASSORTMENTS

—Carriage Bolts, Small and Large Machine Bolts, Cap Screws and Stove Bolts... 91 types and sizes to satisfy the needs of 80% of your fastener customers.

REFILLS PACKAGED IN SMALL QUANTITIES to stock only one compartment. Eliminates half-filled cartons of back-up inventory.











Skil Announces Changes in Sales Organization

SKIL CORP., portable power tool manufacturer, has revamped its sales organization, naming Samuel E. Hough, manager of the field sales division, and Carl D. Mc-Wade, director of the marketing services division. McWade former-



Hough

McWade

ly was advertising manager, and Hough was regional wholesale manager out of Pittsburgh.

The reorganization was announced by William K. Downey, sales vice-president, who stated that McWade and Hough will headquarter in the company's main office at 5033 Elston Ave., Chicago. The change was to become effective July 1.

Responsible to McWade under the new sales alignment will be Donald E. Erick, market planning; William H. Ferry, product planning; and Adolph H. Widowit, advertising. Thomas F. Ryan and L. L. Stuart will report to Hough as national accounts manager and administrative assistant, respec-

Among the regional sales managers reporting to Hough are George L. Willis, Kansas City, West South Central; and E. Allen Lindley, Atlanta, Southeast.

G. F. Wright Appoints Florida Sales Agency

GEORGE F. Wright, president of G. F. Wright Steel & Wire Co., Worcester, Mass., announces the appointment of Insect Wire Screen Corp., 1055 East Sixteenth St., Hialeah, Fla., as sales agency for the company in Southern Florida.

D. C. Quilty is manager of the Florida organization.

Bennett Appointed by R. B. Pilkington

R. B. PILKINGTON, manufacturers' representative with headquarters in Jacksonville, Florida has announced the appointment of Carl E. Bennett to the sales staff of his organization.

Formerly associated with Montgomery-Ward, Mr. Bennett will handle all lines in covering the northern half of Georgia, the northwestern third of South Carolina, western North Carolina, the western part of Virginia and eastern Tennessee.

Organizational Changes in Mall Tool Announced

ORGANIZATION changes in the Mall Tool Co., a division of Remington Arms Co., Inc., was announced recently by Dewey Godfrey, Remington's vice-president and director of sales.

C. C. Clair, formerly supervisor of sales training, was appointed





Clair

McCawley

manager of chain saw sales, and E. S. McCawley, Jr., previously advertising and sales promotion manager, was named manager of electric tool sales. Succeeding him in the advertising post is H. M. Trowern, Jr., formerly an advertising assistant in the parent company.

New manager of Mall's contractor and industrial tools sales is G. G. D. Rockwell, and assisting him as special representatives will be E. L. Holland and W. D. Mishler. Ralph J. Schwass has been appointed supervisor of product service, and G. M. Hans has been named a special representative assigned to product development.

Hardware Show Opens **Buyers' Registration**

ADVANCE registrations are being accepted from buyers who plan to attend the 12th annual National Hardware Show, October 14-18, at the Coliseum in New York City. Upon receipt of applications for credentials, show headquarters will mail free admission badges to qualified trades people and no further registration will be required from them.

Frank M. Yeager, managing director of the National Hardware Show, has emphasized the advantage of advance registration in saving a buyer's time when he arrives at the show.

"A buyer who writes for show credentials," Yeager said, "will be sent an application form on which to check his business classification and indicate if he wants the show to make his hotel reservations for him. Upon receipt of a filled out application, show headquarters will mail his free admission badge and no further registration will be required.

"We expect the largest advance registration in the history of the National Hardware Show, "Yeager continued, "because buyers are awakening to the fact that their national trade market this year will offer the greatest number of absolutely new products ever exhibited among hardware and housewares, lawn, garden and outdoor living equipment, fishing tackle, light farm equipment, and all related items. There will also be more important revelations in new packaging, promotion, and merchandising plans than ever before presented at the National Hardware Show."

The show official reminded buyers that registration requests and all correspondence should be addressed, not to the Coliseum, but to National Hardware Show Headquarters, Suite 1103, 331 Madison Ave., New York 17, N. Y.



INDUSTRY NEWS-

Neilson Joins Red Devil as Sales Representative

BILL NEILSON, of Dallas, has been named sales representative for Red Devil Tools in Texas, Oklahoma, and Arkansas.

Neilson will handle Red Devil's full line of tools for painters and glaziers in addition to the Red Devil paint conditioners and home and professional floor conditioning equipment.

Prior to joining Red Devil, Neil-



Bill Neilson

son was senior salesman in the Southwest for Henry Disston & Sons. From 1946 to 1951, when he joined Disston, he was a wholesaler salesman covering the South Texas area.

Butcher Polish Makes Sales Appointments

The Butcher Polish Co., Boston, Mass., announces the appointment of William King as district sales manager, and Samuel Peskin as sales manager in charge of commercial, institutional, and industrial products.

Peskin has been associated with Butcher since mid-1954. He was sales representative in the Massachusetts and then the Chicago area. In his new capacity he will be responsible for supervising the company's sales effort on commercial, institutional, and industrial sizes and products. He will move into the Boston office.

King joined Butcher in 1955 and leaves his position as representa-







King

tive in Baltimore, Philadelphia, and Washington. As Eastern district sales manager, he will supervise all sales activity in Virginia, Pennsylvania, Maryland, New York, New Jersey, West Virginia, and Delaware. He will be located in New Jersey.

Sales Rep of 37 Years Retires from McKinney

RUSSELL A. SMITH, builders hardware sales representative in the Southeast since 1920 for the McKinney Manufacturing Co., Pittsburgh, Pa., announced his retirement effective July 1, 1957.

Smith's original territory included Mississippi, Alabama, Tennessee, Georgia, North and South Carolina, and Florida. He covered this territory until 1953 when he limited his activities to the city of Atlanta. Despite his retirement, he will continue on a consultant basis in the field.

Smith and his wife reside in Decatur, Ga., a suburb of Atlanta.



Russell A. Smith

He is a life member of the Carolina Builders Hardware Club, of Charlotte, N. C.

Village Blacksmith Names Sales Manager

Don Gottschalk, newly appointed sales and advertising manager of the Garden Tool Division of the Village Blacksmith Co., was to assume his duties on June 1, having his office at the plant in Watertown, Wis.



Don Gottschalk

Gottschalk formerly was sales manager of the Milwaukee Hydraulie Products Corp.

Jack Johnston Heads New Johnston-Erwin Co.

EFFECTIVE with the close of business May 31, 1957, Johnston-Erwin Co., with headquarters in Atlanta, Ga., has acquired all of the assets of the Southern Division of Allison-Erwin Co., consisting of inventory, accounts receivable, and equipment of the branch warehouses located at Atlanta, Albany, and Savannah, Georgia; and Montgomery, Ala.

Johnston-Erwin Co. is now the wholesale distributor for Congoleum-Nairn, Inc., Mohawk Carpet Mills, and other lines of merchandise heretofore distributed by Allison-Erwin Co. in Georgia, Southeastern Alabama, and Eastern Tennessee.

Jack Johnston, until June 1 vice-president and general sales manager of Allison-Erwin Co., is president and principal stockholder of the new company. J. C. Erwin, president of Allison-Erwin Co., is also a director and member of the firm.



Tremendous nationwide campaign fall and Christmas selling season in

BEGINNING OCT. 21

Weller



POPULAR SCIENCE



MECHANIX ILLUSTRATED



SUNDAY SUPPLEMENTS IN 32 MARKETS



Yes, beginning October 21 and continuing right through your Christmas selling season, Weller's greatest national promotion will saturate your area... and bring business to you. More people than ever before will be told and sold on Weller power tools. Be sure you're ready when the campaign begins.

- Full color 2-page spread in LIFE on October 21 to kick off the campaign in a big way. Timed just right for your peak fall sales.
- Full color, full page ad in your big city SUNDAY NEWSPAPER SUP-PLEMENT. On December 1, Weller gives a tremendous boost to sales right at your local level, through Sunday newspapers in 33 markets.
- 9 full color cover ads in POPULAR SCIENCE, POPULAR MECHANICS and MECHANIX ILLUSTRATED. Weller hits the cream of the market in homecraft books in September, October, November and December.
- Participation in the IRHA Family Gift Center ad in SATURDAY EVENING POST. On November 23, Weller reaches the gift market in big IRHA ad.

Pre-Selling for YOU!

	LIFE	SUNDAY SUPPLEMENTS in 33 markets	POPULAR SCIENCE	POPULAR MECHANICS	MECHANIX ILLUSTRATED	Saturday Evaning POST
SEPTEMBER			Full color cover ad			
ОСТОВЕЯ	Full color, 2 page spread on 10/21			Full color cover ad	Full color cover ad	
HOVEMBER			Full color cover ad	Full color cover ad	Full color cover ad	IRMA Family Gift Center ad on 11/23
DECEMBER		Full color, full page ad on 12/1	Full color cover ad	Full calor caver ad	Full calor cover ad	

PLUS a complete point-of-sale kit

Display material, catalog sheets, counter literature, envelope stuffers and newspaper mats to sell Weller tools for you.

breaks to bring you the biggest history on...

POWER TOOLS

Get ready to cash in! Stock up with these advertised Weller tools NOW!



SPECIAL CHRISTMAS
PACKAGING

All Weller tools shipped for Christmas selling will be gift packaged to stimulate impulse buying.

SABRE SAW—\$19.95 list. Model 800—a portable jig saw that offers tremendous versatility at a low price. Makes every kind of cut in many kinds of material.

POWER SANDER—\$14.95 list.
Model 700—offers twice the sanding area of any sander at its price.
Assorted sandpaper and polishing cloth included.

POWER SANDING KIT—\$16.95 list. Model 700K—features the famous Weller Sander in a new metal case with handle, plus assorted sandpaper and polishing cloth.



MODEL 800



SOLDERING KIT — \$7.95 list. Model 8100K — with Weller Instant Heat Soldering Gun, wire bristle cleaning brush, soldering tool and supply of Kester solder.

HEAVY DUTY SOLDERING KIT—\$14.95 list.
Model 8250AK—includes Weller 250-Watt
Soldering Gun, metal case, Kester solder,
smoothing tip, cutting tip, tip wrench and
2 instruction booklets.

HEAVY DUTY SOLDERING GUN—\$12.95 list. Model 8250A—the same 250-watt soldering gun that's used by electronic servicemen and in manufacturing plants the world over.





JANUARY 10TH DATING PLAN

Ask your wholesaler about this convenient Weller plan. It will give you assistance in ordering an ample supply of stock to cash in on this great campaign.

WELLER ELECTRIC CORP., 601 Stone's Crossing Road, Easton, Pennsylvania



Reap a harvest of profits with Bale ties—Coiled baling wire

ASAE standard ...

Dixisteel Coiled Baling Wire is now available for these automatic balers:

- John Deere
- Oliver
- New Idea
- International Harvester
- Minneapolis Moline
- New Holland

Cattle raising continues to increase in Dixie. This calls for more hay and forage. The result is greater demand for bale ties and baling wire for automatic balers.

ASAE STANDARD

Be ready when harvest time comes. Have plenty of DIXISTEEL Bale Ties and Coiled Baling Wire in stock. Order now from your hardware wholesaler or jobber.

ATLANTIC STEEL COMPANY · ATLANTA, GEORGIA

Southern

AUGUST 1957

By Richard Lane



Twelve-foot rolls of linoleum frame the office at Hollywood Furniture & Hardware Co., to bring this item forcefully to the attention of all who approach the desk

How these dealers profit from "Traffic - Stopping" Displays

How MANY or your customers buy on impulse after seeing a display?

That's difficult to answer, of course. Yet all hardware dealers will concede that many important sales are made on impulse. Women, especially, will stop and buy when an effective display catches the eye. And men aren't so different—they find good dis-

plays of tools, sporting goods, and power mowers hard to resist.

Time and imagination devoted to creating unusual arrangements are rewarded through increased store traffic and higher sales volume, display-minded dealers find.

Sure, some items in a hardware store can be sold without being shown—simply because the customer knows they are part of the



Howard Morris has arranged ornamental mail boxes, deer lamps, and potted plants on peg boards and shelves by one side of his front door. On the other side is a rack of bric-a-brac





Bill Howse, salesman for Howard Morris Co., is catching more fishermen these days with a fishing tackle display that formerly was a book rack in a nearby store

normal stock and trade, But many of these same items can be sold faster by imaginative displays, whether in the window or on the floor. And tie-in sales possibilities are unlimited when display advantages are realized.

It's a smart dealer who looks at his own windows—and then looks at the windows of his more progressive competitors. Have you ever noticed how many—or how few—people pause to look at your windows? Have you ever watched how many customers walk straight out your front door—without pausing to browse or even slow down for a glance along the aisle—after picking up their purchase at your wrapping table?

It's something to think about-

Suggestions for Homes

Howard Morris, one of Memphis' most progressive hardware dealers, did more than just think about it. He arranged some "stoppers" just inside his front door—displays that couldn't be missed by the departing customer. And sales of these items at the Howard Morris Co. promptly picked up, just as Morris figured.

For example:

Mail boxes and outdoor lamps suspended on a peg board on the wall next to the door gave an "at home" illusion that started customers to thinking in terms of buying. They catch every pair of eyes, are subtle yet persistent suggestions for the home.

On the same side of the door are several shelves of potted plants. Some others are in potholders suspended on a peg board. Sure, they require watering every few days. And while not a great profit item, they help stimulate feminine store traffic since they can be seen from the street.

On the other side of Morris' door

is a six-shelf display rack filled with cups, varied pieces of china and bric-a-brac. The rack has a pleasing, pastel background and is of original design by Morris.

Morris recently bought a discarded book display rack at a nearby book store and converted it into an unusual and useful fishing tackle display. Just something different to grab the attention of sportsmen—something that's paying off.

Original Ideas

Many of Morris' ideas have been borrowed by other dealers in the Memphis area. Dealer friends drop in regularly just to see "what's new at Howard's." Highly admired, and copied, by other dealers is Morris' original overhead counter in the center of his store. The space-saving, double-decked counter, as well as Morris' original portable soft-drink bar made from a barrel, has been featured in SOUTHERN HARDWARE and has attracted dealers from as far away as Eastern Arkansas for personal inspections.

Some East Arkansans are contributing unusual ideas themselves. Wallace Rush, manager of Farmers Hardware & Supply Co. at West Memphis, gets many compliments, and increased business, with his stepladder display of hand tools. The stepladder, with a wide



Mass displays sell much merchandise for Stewart Bros. Hardware Co. Five windows are used to full advantage; one here features kitchen and bathroom scales



Youngsters know Higginbotham's General Hardware & Supply Co. has baseball equipment, a-plenty. Arranged on a large peg board facing a front window is a mass assortment of gloves and mitts. On side facing interior are bats, shoes, more gloves, etc.

assortment of tools hanging on it, faces a front window and calls attention to the tool counter in this recently modernized store. It also spurs ladder sales.

Memphis dealers regularly check the window displays at Stewart Bros. Hardware Co. to see what Dewey Lampkin, the store's longtime advertising man, has fashioned to attract traffic.

Corner Location

Stewart Bros. has a fortunate corner location at one of the heaviest traffic intersections in the city, Madison and Cleveland. This crosstown store sells and delivers throughout the city and relies mostly upon window advertising. By virtue of its central location, it can take full advantage of the many thousands who daily pass the store going to and from work. The corner is an important transit transfer point and many riders find time for window shopping between buses.

Stewart Bros. has five large windows. The windows have long been considered by window dressers of other hardware stores to be the most attractive in Memphis. Lampkin, an exponent of mass displays, changes the displays at least once every 10 days, depending upon the item and the season, so they won't become "dead."

Lampkin once sold a whole carload of garbage cans, tubs, and pails after arranging two full window displays. It's not unusual to see a whole window of kitchen and bathroom scales, or ironing boards or andirons, where most stores would display perhaps only one or two such items in a window.

Roy Sanford, owner of Hollywood Furniture & Hardware Co., sells much roll linoleum through an unusual display in the hardware section of his store at Hollywood and Chelsea. He uses seven rolls of Congoleum 9 x 12-foot rugs to frame the desk counter in the center of his store. The colorful rolls, standing on end, give the appearance of pillars and forcefully bring this item to the attention of all who approach the desk.

Carl Higginbotham, newly elected president of the Tennessee Retail Hardware Association, is naturally display-minded. His General Hardware & Supply Co. in the Berclair section of East Memphis is highly respected and admired by his competitors.

Baseball Equipment

This spring, Higginbotham came up with a new idea for promoting baseball equipment. It's been very effective, too. Arranged on a large peg board facing a front window is a mass assortment of gloves, catcher and first baseman's mitts. On the other side of the peg board,

The tall stepladder at right sells both tools and other stepladders for Farmers Hardware & Supply Co., at West Memphis, Arkansas. It is draped with a large number of tools and faces a front window

facing the store's interior, is an equally interesting display of bats, shoes, and more gloves. The display can be turned around easily for variety.

Every youngster who passes Higginbotham's store knows where he can find baseball equipment when dad has been talked into buying!

These display ideas have been tested and proved—and they are free to borrow. You might find it profitable to try them if your own displays need pepping up.





Over the past ten years wages for hardware store sales personnel have been climbing steadily while the work week has grown shorter. Sales people now work an average of 51 hours per week, while the average wage for a salesman of about average experience and ability is \$54.00 per week or \$250 if payment is on a monthly basis

Southern dealers report on

Wages and Working Hours

Continuing an upward trend that begun with the close of World War II, the average wage paid hardware store sales personnel down South currently is at an all-time high level.

At the same time the work week for the average hardware store salesman has continued to decline. Meanwhile, in the face of higher wages paid for shorter working hours, the average dealer's sales expense has increased over traditional levels.

These facts were highlighted in the results of a survey conducted recently by SOUTHERN HARDWARE among a large number of dealers in the South and Southwest.

Information supplied by dealers answering the survey question-naire indicated that the average wage being paid hardware store sales people is slightly in excess of \$54.00 per week, two dollars more than in 1954 and well above the \$40-per-week average reported in 1948 in a similar survey by this publication.

While hardware store employees are subject to longer hours than is generally true for office workers and industrial employees, Southern Hardware
TRADE SURVEY

the trend to a shorter work week is a definite one.

While the reported number of working hours for sales people ranges from 40 to one extreme of 69 hours per week, the average work week is about 51 hours. This is slightly less than in 1954 and a substantial reduction from the average 53 hour week reported in the 1948 survey.

In the decade since the war years, hardware dealers have certainly become no less liberal in their benefits for employees. A majority of southern retailers give at least one week's vacation with pay and an increasing number are giving two weeks. Additionally, a large majority allow sick leave when necessary and other occasional time off without deductions in the employee's pay.

One of the most notable developments in recent years has been the various plans and systems put into operation by southern hardware retailers to provide employees with extra compensation. The current survey discloses that 25% of the reporting dealers have some type of plan in operation.

These are widely varied, ranging all the way from simple commission arrangements and bonuses at Christmas to more diverse incentive plans. Still, this is one phase of store operation in which there is much room for improvement. And in the future incentive plans will become increasingly important as the various small businesses face increasing competition from industry for workers.

Following are detailed summaries of dealer replies to each survey question:

Wage Rates

Approximately 70% of the dealers participating in the survey pay their sales personnel on a weekly basis, while 30% prefer a monthly

basis. The range of wages and salaries reported is broad and, naturally, vary in accordance with the individual's experience and ability. In some cases the size of the town in which the store is located influences the salary range, while in other cases the individual store's need for experienced sales help will determine the level of wages.

Minimum wages reported paid by all dealers range from \$30 dollars to as high as \$100. None of the participating dealers reported a minimum wage of less than \$30 per week, and few paid more than \$60 as a minimum. Where a higher figure was reported it was usually due to a bonus or some incentive arrangement.

In all, the average minimum weekly wage paid by reporting dealers is \$44.85. Maximum weekly wages reported by all dealers ranged from \$45 to as high as \$150 per week, with the average maximum weekly rate being \$67.66.

A somewhat clearer idea of current wage levels is gained if these figures are considered first for dealers located in cities and towns of less than 10,000 persons and then for those dealers with stores in cities of larger size.

Dealers located in towns and cities of less than 10,000 population reported minimum weekly wages averaging \$44.53, while the average maximum weekly wage in the smaller towns is \$67.58.

Dealers with stores in cities and towns of more than 10,000 population reported minimum weekly wages averaging \$45.26, with the maximum figure being \$70.11.

Monthly Salaries

Among those dealers using monthly salaries as their basis for payment, the salary range, again, is a wide one. Reported minimum monthly salaries range from \$110 to \$300, while maximum monthly salaries reported were from \$200 to \$450. The average minimum monthly salary is \$187, while the

The Averages

For dealers in towns	For dealers in towns
of less than 10,000	of more than 10,000
Average minimum	
wage paid (weekly)\$ 44.53	5 45.26
(monthly)\$182.00	\$191.00
Average maximum	
wage paid (weekly)\$ 67.58	\$ 70.11
wage paid (weekly)	\$328.00
Average wage paid for	
salesman of average	
experience, ability	
(weekly)\$ 52.46	\$ 57.70
(monthly)\$226.00	\$250.00
Average number of	
hours worked per	
week by salesmen	49 %
neer of salesmentilling	

average maximum monthly salary is \$301.

As in the case of weekly wages dealers in the smaller cities pay a somewhat smaller monthly salary than dealers in the larger towns. For dealers in towns of less than 10,000 persons the average minimum monthly salary paid sales people is \$182, while the average maximum monthly salary paid is \$278.

Dealers in towns of over 10,000 population reported minimum monthly salaries averaging \$191, with maximum monthly salaries averaging \$328.

The general level of wages and salaries for hardware store salespeople down South was perhaps best clarified by answers to Question No. 2 of the survey which asked:

What is about your average wage or salary for a sales person of about average experience and ability?

The average for all dealers paying their personnel on a weekly basis is \$54.13, while the average for those paying monthly salaries is \$236.

Once again the size of the town in which the dealer is located often determines the average wage or salary paid to the average sales person.

Reports from dealers in towns of less than 10,000 indicate that the average weekly wage is \$52.46 and the average monthly salary is \$226. Among dealers in towns of more than 10,000, the average weekly wage reported is \$57.70, with the average monthly salary being about \$250.

The somewhat longer hours worked by sales people in the small-town stores was disclosed in the replies to Question No. 3:

How many hours per week do they work?

The replies to this question were about as varied as those answers regarding wages. The range was from a low of 40 hours per week to a high of 69 hours. The average for all replies is 51 hours as compared with the average 53 hours reported in the 1948 survey.

In towns of less than 10,000 the average work week for hardware store sales people is 52 hours, while in towns of more than 10,000 persons the average number of hours worked by hardware store sales personnel is 4934 hours.

(Continued on page 48)

For the hardware store salesman of average experience and ability, wages are up and the work week is shorter



From floor to ceiling, this store is a



Displays of sports equipment near the front of the store attract "boys" from six to 60. The youngsters here are interested particularly in wide selection of guns

Modern

REALIZING AN ambition of many years duration, H. E. Montgomery recently opened a new hardware store in Jackson, Mississippi, that was designed and engineered from floor to ceiling as a hardware supermarket.

After 10½ years at 3003 N. State St., Montgomery Hardware moved to the new location at 2801 Old Canton Rd. in order to get more display space, better customer parking facilities, and to take advantage of the greater store traffic possibility insured by the nearness of a national chain grocery supermarket.

That the move was a good one is attested to by the large crowds which attended the grand opening, not only to look but to buy enormous quantities of merchandise. Originally in partnership with his brother who now owns and operates Everett Montgomery Hardware, Bill Montgomery is the



By Ed London

"Of course," Bill said, "the more I planned, the higher the rent mounted. But we tried not to skimp. In our old store we carried approximately a \$35,000 inventory in an inadequate space; a lot of the merchandise was piled on top

of each other, making it difficult to properly service customers. At present our new operation is three times larger, with all merchandise plainly seen."

Strictly a retail hardware store, with merchandising emphasis di-

Hardware Supermarket

sole owner of the new store.

Probably, the longest hardware store in Jackson, 40 by 160 feet, and the most modern, the store was built according to specifications planned by Montgomery, with the aid of an architect and consulting electrical engineer.

"I wanted this move to be right," Montgomery said, "so I took many trips all over the country, studying store layout, merchandise placement, and lighting effects. Realizing that each of these fields was a job for an expert, I obtained the services of competent consultants before we drew plans."

An unusual feature, and one that points up the esteem with which Montgomery is regarded in this area by friends and business associates, is the fact that the building owner constructed the new super hardware exactly as Montgomery wanted it done for his purpose.



Bill Montgamery, center, greets customer in the housewares department. New type fluorescent fixtures on acoustic steel ceiling add to sparkle of this department



Women especially like to spend considerable time browsing through the gifts and housewares department and the completely stocked cleaning aids department

rected toward the better-thanaverage-income type of buyer prevalent in this North Jackson shopping area, the merchandise has been arranged methodically to produce a large volume of impulse buying as shoppers enter the store in search of needed merchandise.

Although women shoppers are the vast majority, of course, men entering Montgomery Hardware have a hard time keeping their minds on screws or bolts as they walk past an unusually attractive display of guns and fishing equipment in the first wall display section on the right hand side.

If men get by the sports equipment, they are confronted by a large, brilliantly-lighted, tool department featuring hand and power tools. Builders hardware stocked for home-makers as well as contractors is next. Then comes an attractive display of farm and gardening tools and equipment. followed by a well-stocked paint department.

The attention of women shoppers entering the store naturally is drawn towards the left. First in line on tiered wall fixtures is probably the most attractive and complete housewares department in Jackson.

Then follows household needs such as cleaning aids, drapery fixtures etc., all leading to a large and complete electric appliance department.

"We like our electric appliance setup," Montgomery said. "We have carried the line of one of the major manufacturers for several years, and with our new opportunity to display, we expect to expand our volume of electric appliance sales considerably.'

Electric appliances here range from small appliances such as irons, toasters, mixers, etc., right on through the major "white goods" such as electric refrigerators, stoves, and washers. Radios and television sets also are displayed in this department.

Asked why he stocked so many electric ranges, Montgomery replied, "we have an electric range at home and are 'sold' on it. Probably that's the reason we sell more electric than gas ranges." Two lines of gas ranges are stocked however.

All of the wall display fixtures are either tiered, shelf types, or peg board background types fin-(Continued on page 52)



Women, as well as men, show a keen interest in the compact arrangement of farm and garden tools. The paint department adjoining it is also a popular section

Special promotion of garden supplies is

Bringing Those Customers In!

A \$50,000 VOLUME in garden supplies is registered seasonally by Kramer's Hardware and Supply Co., College Park, Md. "Through special promotions, we let the customer know that we stock what he will need and that it's here when he needs it," Charles Vandermeulen, manager, stated in emphasizing the major reason for the store's continuing increase in sales.

Kramer's carries a \$20,000 inventory of garden supplies in both budget and quality lines. This is displayed in an area of over 600 square feet which represents about half of the store space. The inventory turns 2½ times a season.

Garden tool rentals and a number of unusual items—such as vegetable plants, a floral shovel with a 14-inch blade, and garden tractors—all serve to attract additional customers to the store.

"We do not hesitate to special order an item in garden supplies when we do not have it," Vandermeulen said. "In other words, we do everything we possibly can to convince a customer he need go no farther than Kramer's for his gardening needs.

Opens Season Early

"We open the season in mid-March with store and window signs, prominent display of garden supplies right inside the entrance, self-service displays, circulars, radio advertising, and the promotion of specials. Other services offered during the gardening season include the free use of spreaders and lawn rollers with purchases of garden supplies and garden tool rentals. The store is open on Sundays from 10 a.m. to 2 p.m."

Kramer's Hardware and Supply Co, made its own display fixtures for garden supplies, and profitable use is made of every inch of space. Items currently in demand are placed to the front. A special disBy Beatrice Miller

play of grass seed may be placed at the entrance early in the season and replaced later with sprays and insecticides.

"Our storage room for bulky garden supplies is six by 15 feet and is open to customers for browsing. A wall display area of 45 feet is planned for the easy selection of garden tools," Vandermeulen stated. He added that he buys fertilizer two tons at a time for better discounts, garden tools by the gross, and grass seed in 300 pound lots. "A monthly record is kept of purchases and sales, with last year's figures furnishing some guide. We feel our way along at the opening of the season guided by current demand from our customers who are 25 percent contractor and 75 percent retail."

In March 5,000 circulars on garden supplies are distributed from door to door within a five-mile area, and in the fall another 3,000 are distributed on grass seed and fortilizer.

Radio spot announcements are sponsored four times daily for six weeks during the early spring. These announcements stress garden supplies, free delivery, Sunday hours, and free use of spreaders and lawn rollers with lime, fertilizer, and seed purchases.

"We put on a few specials during the season featuring items such as garden hose, rakes, shovels, or maybe competitively-priced power mowers which usually represent special buys we were able to make. We get a wonderful response from the community from these specials. Normal volume is boosted by 25 percent not only on the special advertised, but in related garden supplies. Even non-related departments get a spurt in sales," Vandermeulen explained.

Rentals of aerators, garden tractors, power mowers, fence





Manager Vandermeulen questions his customer closely as to the type lawn which he has, amount of acreage, etc., before suggesting a power mower to fill his needs. Mowers are demonstrated on grassy land behind the store

stretchers, ladders, wheelbarrows, shovels, spreaders, rollers, etc., by the day are a profitable activity which stimulates sales while making the store more popular.

(Continued on page 54)



Deaver goes over customer's garden plan and makes a few recommendations

With emphasis on rendering special services to its suburbanite customers, this Virginia dealer has gained an 18 percent annual increase in garden supplies sales

By Beatrice Miller

Garden shop aims for the

Do-It-Yourself Trade

A DAPTING ITS services and stock completely to the needs of its trading area of do-it-yourself home-owners, has led to an 18 percent annual gain in garden supplies volume for Star Supply Co., in Annandale, Virginia.

"To meet these needs, we carry just about every item a customer can ask for—a necessary factor for a successful garden shop in an area such as ours." James L. Deaver, company president, stated. "And by that I mean not only packaged and bulk seeds, soil chemicals and fertilizer, and all power and hand tools, but also topsoil, shrubbery, young fruit trees, bulbs, roses, and young growing plants, along with whatever help they need to get results."

"Our large stock is planned to save the time and energy of weekend gardeners who appreciate a one-stop store," Deaver stated, adding that self-service, mass displays, rental service, and a reasonable amount of credit supplements the store's wide inventory and instructions in gardening.

In a 15-foot by 90-foot garden shop adjoining the hardware store, mass displays are set up on tables and shelves at either side of a four-foot aisle. Sidewalk displays



Sidewalk displays of plants, power tools, and other garden supplies catch the eyes of customers. Here Deaver explains mower operation to interested prospect

of shrubbery, young trees, plants, seeds, tools, etc., placed in front of the garden shop promote this department prominently from the highway, and window signs painted in large clear lettering announce seasonal items to gardeners.

"Second in importance to having everything a gardener needs when he wants it is the ability to offer instructions. Know all the answers, be willing to look them up, read the bulletins and other literature made available by suppliers," advised Deaver, who has first-hand experience in gardening.

"Our personnel have yards of (Continued on page 54)



The products of 80 manufacturing companies will be exhibited for dealer inspection during the four - day Merchandise Show scheduled for September 1-4 in Atlanta, Ga., by Beck & Gregg Hardware Co.

Site of the Merchandise Show will be the convention hall of Atlanta's Biltmore Hotel.

Customers from throughout the five-state territory served by Beck & Gregg have been invited to the event which opens on Sunday, September 1 at 2:00 p.m. The show will remain open until 9:00 p.m. that evening. During the remaining three days show hours will be from 9:00 a.m. to 9:00 p.m.

Beck & Gregg's entire staff of salesmen will be available to customers during the course of the show.

(Continued on page 78)

Shown above making plans for the show are, left to right: Jim Hicks, toy buyer; W. A. Parker, Jr., vice-president and sales manager; Howard Graves, manager of appliances and furniture; J. J. Autrey, vice-president, who is directing the planning of the show; Frank Burton, Jr., assistant to Mr. Autrey; W. M. Huie, vice-president and buyer of sporting goods; and W. A. Parker, president.

General Electric Co.
Blankets
Fans
Traffic Appliances

Hamilton Manufacturing Co.
Sunbeam Cerp.
Westclox
Sentinel Corp.
Arvin Industries
Detecto Scales, Inc.
Landers, Frary & Clark
Wooster Rubber Co.
Revere
Club Aluminum Co.
Inland Glass

Ed. Broad Co.
Kromex
American Casserole &
Specialty Co.
Washington Forge
Union

Aluminum Cooking Utensil Co.
George McDuffie Co.
Boontonware
Plastex
Kellogg
Glamorene
Laska Fans
Kordite

Ecko Products Co. National Presto Industries Corning Glass Works

Exhibitors

Red Roper Co. Wagner Cast Iron Ware Mouli Corp.

Bob Hayden Co. Rival Caldak

Beck & Gregg Hardware Co. Major Appliances Wheel Goods Sporting Goods

O'Ceder Corp.

Henry Weurth Falco Jolo

Oster Manufacturing Co.

Lief Thyring Co. Magla Shetland

Ralph Beinecke Borg Swing-Away Gering Childlore Carpetmetes Warina

Sim Nevius Co.
Fletcher Enamel
Harvel
Chase Bag

Court Stineman Co. Republic plastics Foley, Foster Ed. Lindgren Co.
Stix
Wolff
Krylon Thermometers
laland Ise Trays

Munising Paper Co.
E. L. Bruce Co.
True Temper Corp.
Noma Lites, Inc.
Thomas Industries
Perfection Industries
F. H. Lawson Co.
Yale & Towne Mfg. Co.
Amerock Corp.
Shirley Corp.
Frank Collins Co.
Dormeyer
Liberty Hot Plotes

Verl Geisler Co. Enterprise Aluminumware Son Chief Appliances

Cliff Cochron Steamaster Shower Stalls Gas fittings and valves

Delta Tools

Black & Decker

Reid H. Cox Co.
Enterprise Choppers
Loma
Lincoln
Cream City
Met L Top
Skotch coolers
Hondy washers



NRHA Meets in "Big D"

L. A. Luedtke, NRHA president, was presented with a Texas-sized hat, cartridge belt and two pistols. At right is Rex Payne, president of the Texas association

SMALL business such as hardware retailing has not suffered in this century, sales of 1957 will exceed those of 1956 and the economy is sound, especially in respect to installment buying.

However, hardware retailers are not getting their share of an expanded market and one reason is the lack of educated salesmen; and if labor unions succeed in their drive to prevail on congress to eliminate the wage-hour exemption now enjoyed by retailers, life for those retailers — including hardware — will become a night-mare of regimentation.

These were viewpoints presented by authoritative speakers of national recognition before the 58th annual congress of the National Retail Hardware Association, in Dallas, Texas, July 7 through 11.

It was the first excursion into Texas by this big national association boasting 23,000 members throughout the United States and Canada. Perhaps the non-central location of the meeting and certain hot Texas weather held registrations down to a total of 812. Yet association spokesmen seemed to consider this attendance as normal.

Admonitions of possible troubles ahead for retailers came first from President L. A. Luedtke, of Fairmont, Minn., who was later succeeded by Carl E. Graeff, Dayton, Ohio, who moved up from first vice-president.

In view of "this age of big government, big unions and little busi-



New association officers, seated, left to right: Charles Ruggles, director; Past President L. A. Luedtke; President Carl E. Graeff; Melvin Kraemer, vice-president; Harry H. Meyer, advisory committee; Melvin Johnson, director; and Russ Mueller, managing director. Standing: Directors Anthony R. Manno and Rupert B. Watson; A. B. Hill, advisory committee; and Directors Joe B. Baker, Russell Selkirk, F. J. Gartner, G. W. Aspinwall, and K. O. Kayce, Jr.

ness men," he urged delegates to keep their ears tuned to Washington for, he added:

"About every 10 years retailers have to fight for their existence against the bureaucrats in Washington.

"Constant alertness to legislation which may affect the progress of hardware retailing is important. During the next three days you are going to hear discussions on wage and hour exemptions, union activities, profit in merchandising, consideration of small business and the Washington situation.

"I know that the hardware industry is being faced with fierce competition and the information you absorb at this convention will put you in a position to win over this competition."

While Luedtke discussed the unfavorable indications for retailing in a general sense, the specific shock was delivered in the report of William R. (Bill) Noble, association Washington counsel. It was Noble who foresaw for hardware men, a possible nightmare of conformation with government regulations.

Pointing out that hardware retailers are not now subject to the federal wage-hour law, he reviewed association work before congress that procured the exemption.

"Why, then, are we concerned at the present time?" he asked.

"From 1949 on, labor unions have urged each congress to knock out this retail exemption. During the past year they began a serious drive to accomplish this objective. The secretary of labor joined in this effort. Proposals now before congress would either eliminate

the exemption completely or would weaken it to the point where hardware owners and all other retailers would be faced with compliance with the wage-hour law."

He said the fate of exemption lies in the hands of retailers and urged personal contact with congressmen and senators, concluding: "If retailers generally act, the exemption will be retained."

Lamenting the need for better selling in retailing, Dean James C. Taylor of the University of Houston, Houston, Texas, reminded his audience that every employee influences sales, and asked: "Do you really want better selling, or are you just humming a currently popular melody?" And he asked store owners how good an example they set by their own selling. Better selling, like charity, begins at home, he reminded, and added:

Set Example

"Remember always, people will follow your example before they will be impressed by your logic. The voice of your example will thunder before the voice of your teaching is even heard. You can hold a thousand meetings on courtesy, interest, friendliness, but expose your staff to just one rude, discourteous, impatient executive and your eloquence in behalf of BETTER SELLING is wasted."

Hoyt C. Pease, vice-president of The Stanley Works, had the subject, "How to Make Merchandising a Tool for Profit." He declared that in the last 10 years, hardware sales outside of hardware stores indicate that the hardware retailer is not getting his share of the growing market. Bureau of Census figures show, he continued, that from 1948 to 1954, total retail outlets increased by 3 percent, but retail sales in the same period increased by 32 percent. In the same period, hardware retailers increased by 3 percent, but their total business increased only 9 percent.

"This indicates that either there was a big reduction in the percentage of hardware products sold as compared to total retail business, or that some other outlets are merchandising and selling a larger share of your traditional items. I am inclined to believe the latter, as I cannot believe that the sale of hardware has declined that much in overall proportion to the economy as a whole."

Long-range planning is the answer, Pease believes, coupled with anticipation of what the customer



Rex Payne, standing left, president of the Texas association receives a miniature oil derrick from Jack Monroe of Edmonton, Alberta, Canada. Payne thanked Monroe for "this Canadian-sized oil well."



Julius Wagner, Baltimore, Md., is being welcomed by part of a Texas welcoming committee composed of 16—eight Texas dealers and their wives. Welcomers above are Herman Taylor, Carl Monk, Adlia Menecke, and Warren and George Stanton

is thinking or will think. For the consumer will decide where to shop, what to buy, how much to pay and if he does or does not want self-service.

Dwayne Laws, director of industry activities for the association, had the subject, "The Big Picture," and made it clear that the mere independence of a retail hardware dealer involves no guarantee of success.

"The association has no program for the defense of the dealer who fails in his obligations to serve," he said. "Our program is to transform him into a service outlet. If he fails to serve, the sheer force of economics will soon remove him from the picture. Consumers will not mourn his demise, nor will the industry suffer."

In an industry luncheon for men only, Frederick H. Mueller, assistant U. S. secretary of commerce, discussed "Small Business — the Acorn of Our Economy."

Facing his luncheon audience, he said:

"Actually, during the whole of this century, except for dips during periods of war or economic depression or recession, there has been an amazing correlation between growth in number of business firms and population growth. Since 1900, the number of firms per 1,000 population increased steadily from 21 to 26.

"That this rate has inched up during a period of such rapid population growth as we have experienced certainly discredits any claims that the bigs are swallowing the littles. Instead, it proves what should be obvious to any fairminded observer—the best thing for the continued vitality of small business is the maintenance of good general business conditions."



Pictured above are company officials and regional salesmen attending the regional sales meeting held in Memphis, June 28, by Shapleigh Hardware Co., wholesalers with headquarters in St. Louis, Mo.

Shapleigh Hardware Co. Expands Sales Program

An expanded sales program and new policies in connection with the reorganization of Shapleigh Hardware Co., 114-year-old St. Louis wholesaler, were announced June 28 at a regional sales meeting held in Memphis, Tenn.

The meeting was attended by new top officials of the company, which operates principally in the Mississippi Valley, and 18 regional sales representatives. Similar meetings are planned elsewhere in Shapleigh's territory.

The officials pointed up Shapleigh's new policy of "selling through the dealer instead of selling to the dealer."

Outlined along with the new Shapleigh program was a new program for Keen Kutter Stores, a retail group voluntarily associated with Shapleigh.

Officials attending included Mark Long, Winnipeg financier, who last fall bought controlling interest in Shapleigh; Fred Johnson, new company president; J. R. Mc-Kee, vice-president in charge of sales, and E. E. Maxwell, regional sales manager.

Long, who is chairman of the board, keynoted the meeting by declaring: "I want you to know we're in business to stay. We bought controlling interest in Shapleigh because of its fine reputation and name. Then we sought and obtained the finest possible management team, Obviously we're here to launch a new era of Shapleigh leadership and greatness.

"On the whole, merchandising in Canada is similar to that in the United States. The mortality rate for hardware stores is very low. We feel this section of the country offers tremendous opportunities for an aggressive, promotion-minded wholesaler."

Johnson, formerly an executive with the wholesale concern of Marshall Wells, at Duluth, Minn., pointed out recent progressive strides taken by Shapleigh to bring better service to communities through the independent hardware

retailer and plans to help these dealers compete in today's market.

According to Johnson, the tremendous changes in all retail operations toward more centralized outlets and competitive pricing has moved the entire hardware industry to a more concerted effort to keep in step.

As an example, Johnson pointed out the recent promotion of an association of five stores in Wichita, Kan., under Shapleigh's famed Keen Kutter identification. The Keen Kutter name has been known to consumers for more than 73 years as quality hardware items and more recently associated with housewares, appliances and sporting goods.

The Wichita dealers, realizing the need to pool their advertising, promotion and distribution services, were leaders in the new program, Johnson emphasized.

McKee pointed out other facets of the new Shapleigh program, in-(Continued on page 56)



Attending the meeting were these Shapleigh officials. Left to right: Russel Cook, manager, Shapleigh store program; Mark Long, chairman of the board; Fred Johnson, president; J. R. McKee, vice-president in charge of sales; and E. E. Maxwell, regional sales manager

Service is the backbone --



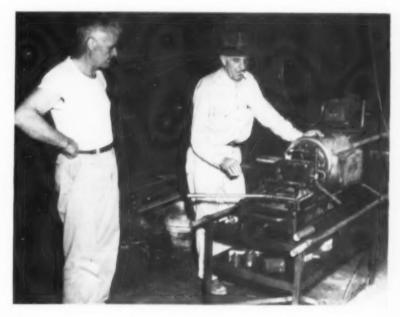
Although the plumbing department entrance is through the main store, the rear door and parking area provide a convenient second entrance. Below, R. P. Moehn, department manager, threads pipe for a do-it-yourself customer and advises him on installation. In cooperating with do-it-yourselfers, he gains invaluable goodwill

\$150,000 from Plumbing Supplies

Whether the customer needs a dripping faucet tightened in a hurry, a piece of pipe threaded or a complete building project's plumbing and heating installed, Cartwright Hardware Co., Santa Fe, New Mexico, probably gets the job. At any rate, the company gets enough such jobs to total about \$150,000 worth of plumbing business a year.

The company started in the hardware business in 1939, and plumbing service developed quite naturally, according to William Loomis, general manager, because the company from the outset placed a lot of emphasis on servicing everything it sold. A customer called the company to have a water heater fixed, and when there was something wrong with the plumbing, she called Cartwright's for that too.

Realizing that service men were doing quite a bit of plumbing work without actually intending to provide a plumbing service, the company soon concluded that since people were calling the store for plumbing service anyway, it probably would be logical to open a By providing service to people who need a plumber in a hurry, this hardware store developed a thriving, profitable business





Kitchen equipment is displayed adjacent to basement plumbing office, and a leaky faucet reported by the lady here may lead to a major appliance sale

regular plumbing department. The \$150,000 annual volume has grown from that.

"We still use our service department as a sort of foundation for the plumbing business," declares R. P. Moehn, manager of the plumbing department for the past 10 years. "Our theory is that if you do a good repair job for a home-owner, if the job is no more than a leaky faucet, he will think of you when he needs a new heater or complete bathroom equipment."

Five service trucks and their operators devote their full time to the plumbing end of the business. This, of course, includes work of installing plumbing fixtures and heaters as well as repairs.

Sales Initiated

Moehn estimates that about 50 percent of the total volume done by the department is through the service department. All service men work on straight salary, but their training for their jobs includes the routine of watching for sales possibilities in homes where they go for repairs and to report these possibilities to Moehn. Some of the men have developed into pretty good salesmen themselves, Moehn declares, even though they receive no bonus for sales.

Here is a typical example of how a service man initiates sale of new equipment: He answered a call to repair a water heater. He found that the heater had rusted out, that it could not be repaired. He told the home-owner so, and suggested that the company carried good water heaters—some that were guaranteed against rust. He surveyed the connections of the old heater to determine the approximate time required to install and connect a new one, and he reported his finding to Moehn.

In the meantime the customer agreed that he must buy a new heater, but he wanted to wait a few days. A salesman for the plumbing department, using the estimate given him by the plumber as to the cost of installing a new heater contacted the customer and sold him a new heater—one that was guaranteed against rust.

Had it not been for the service department and a service man who felt that it was a part of his job to help sell new merchandise, the company wouldn't have known this customer was in the market for a heater.

The department employs one outside salesman, who works on straight salary. He not only sells plumbing equipment but makes contacts with a view to obtaining contracts on residential and smaller commercial and industrial buildings.

Because the company finds that service is the most logical source of plumbing equipment sales, it devotes most of the advertising for the department to service. In season, it advertises water heaters quite extensively.

Moehn cuts dead time out of service by a system of "zoning" accumulated service calls each morning, so that when a specific man goes to a specific area of the city for a specific job, he also carries the job tickets on other minor jobs in the same area. Thus he is able to remain out all morning, and possibly all day in the same neighborhood without a trip back to the store.

Another way that Moehn cuts dead time is to have a service man telephone in when he finishes a job which did not require as long as anticipated, so that if another call has come in from the same general area since he left the store, he can handle that while in the neighborhood, instead of driving back to the store.

Holding down dead time of service men and trucks is an essential in the operation of a profitable plumbing department, Moehn stresses. Methods utilized to accomplish this obviously must be fitted to the size of the city and specific local conditions.

Moehn lands contract jobs by watching issuance of building permits and keeping his eyes open for foundations for new homes as he drives around town while following up jobs in progress. Any foundation for a new home represents a potential prospect for plumbing and heating—providing you contact the owner at once, he finds.

Potential Business

Although the company is a contractor, it does not overlook the potential plumbing business to be obtained from men who like to do their own minor plumbing around the house. And although the company installed a pipe-cutting and threading machine for its own use in contract work, it has found that this same machine is a definite factor in selling to Do-It-Yourself enthusiasts.

Several times a day, normally, a customer comes to the department, describes to Moehn a specific piping job he wants to do at home, asks Moehn to recommend the size of pipe for the job. He recommends, sells the customer the pipe, cut to the desired length, and then he threads it for him as needed for the job.

Usually such sales are small, but the policy sells a lot of pipe in the course of a year, and it helps to build future plumbing business.

"Sometimes one of these do-it-(Continued on page 74)

CATALOGS & BULLETINS

Available free to readers. Circle the numbers of items wanted on the return post card, page 58

Outboard Motors. An attractive, four-color brochure is available which illustrates and describes the complete line of Buccaneer outboard motors offered by the company. Gale Products, Dept. 517A, Galesburg, Ill. Circle No. Al on coupon. pg. 58

Vertical Jet Pumps. Covered in an up-to-date catalog from the company is a complete descriptive listing of vertical single — and two-stage jet pumps, in addition to freshwater, shallow well, and convertible all-purpose pumps. Rapidayton Division, The Tait Manufacturing Co., Dayton I, Ohio.

Circle No. A2 on coupon, pg. 58

Industrial Tool Line. The company's 100 years of tool production is dramatized in catalog No. 100 which contains illustrations and description of its wide range of pliers, grips, climbers, belts, and safety straps needed by linemen, electricians, and industry. A new feature is a section providing dimensions of each plier—length of handle, of cutting knives, width of head, size of point, etc. Mathias Klein & Sons, 7200 McCormick Rd., Chicago 45, Ill.

Circle No. A3 on coupon, pg. 58

Gas Circulator Heaters. A catalog which fully describes the company's complete line of gas circulator heaters may be had on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

Circle No. A4 on coupon, pg. 58

Hack Saw Frame. An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

Circle No. A5 on coupon, pg. 58

Hand-Tool Equipment. Auger and electric drill bits, chisels and gouges, drawknives, and other hand-tools are pictured and described in a catalog available from the manufacturer. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

Circle No. A6 on coupon, pg. 58

Farm and Garden Tools. The complete line of farm and garden tools available from the company is fully illustrated and described in an attractive catalog. Geyer Manufacturing Co., Rock Falls, III.

Circle No. A7 on coupon, pg. 58

Life Saving Line. A full color catalog offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill.

Circle No. A8 on coupon, pg. 58

Long Reach Pliers. A descriptive catalog which includes illustrations of two new long-reach pliers, the DB58 and NN58, may be obtained on request from the manufacturer. Diamond Calk Horseshoe Co., Duluth, Minn.

Circle No. A9 on coupon, pg. 58

Horse Drawn Implements. The King line of horse drawn implements is contained in its catalog Price List No. 756. The implements are illustrated. The catalog also contains several pages of price listings and diagrams of repair parts. King Plow Co., Atlanta, Ga.

Circle No. A10 on coupon, pg. 58

Fishing Guides. A series of five fishing booklets is available, each of which is a guide to help the angler with the assembly of his Shakespeare tackle and which gives "how to" information on a particular kind of fishing. Ben Hardesty has edited the 24-page, 2-color bait casting booklet; Henry Shakespeare, the 24-page spinning booklet; and Vern "Gadabout" Gaddis helps the fly fishermen in his 16-page booklet. Another 16-page booklet gives complete details on Shakespeare tackle for salt water angling and a fifth booklet tells about Shakespeare "Push-Button" fishing. The Shakespeare Co., Kalamazoo, Mich.

Circle No. All on coupon, pg. 58

Clothes Pins. Color catalog pages can be furnished in either 8½ x 11 or 11 x 11 size which describe and illustrate Holdfast clothes pins. Envelope stuffers — printed in red, white, and blue — are also available. The Demeritt Co., Waterbury, Vt.

Circle No. A12 on coupon, pg. 58

Firearms. An expanded firearms catalog, available to the trade, gives detailed specification information, prices, etc., on the complete Mossberg line of rifles, shotguns, telescope sights, and Covey hand trap. It includes information on the company's two newest models — the No. 140B 22 cal. combination sporter-target rifle and the No. 173 single shot, 410 gauge, top-loading shotgun priced to retail at \$24.95. Catalog is in color. O. F. Mossberg & Sons, Inc., New Haven, Conn.

Gas Heaters. An 8-page full color catalog showing the complete line of Warm Morning vented gas heaters, as well as descriptive literature on the unvented models, is available. Special features of the heaters are described in detail. Locke Stove Co., 114 West 11th St., Kansas City 5,

Circle No. A13 on coupon, pg. 50

Circle No. A14 on coupon, pg. 58

Fishing Annual. The entire line of Garcia tackle—reels, rods, lines, lures, balanced kits, and accessories plus informative stories and how-to-do-it articles on fishing, is contained in a catalog which is available free in limited quantities to dealers. Garcia Corp., 268 Fourth Ave., New York 10, N. Y.

Circle No. A15 on coupon, pg. 58

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and in-(Continued on page 40) stitutional use is described in a 20page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Circle No. A16 on coupon, pg. 59

Farmers and Ranchers Handbook. Information essential to successful farm operation and items of interest to every member of the family are included in the complete 72-page full color catalog of USS Steel Products for farm and home. Fencing, roofing, and siding receive special coverage with numerous illustrations, application helps, specification charts, and "how to" instructions. General information on care of animals, tips on electricity, fish ponds, etc.; the use of nails; information about building materials; and an offer of free building plans for various types of farm structures are among the topics discussed. Tennessee Coal & Iron Division, Fairfield, Ala.

Circle No. A17 on coupon, pg. 58

Time Payment Plan. A folder is available to all interested dealers describing its "Mow Now — Pay Later" Time Payment Plan. The company points out that the plan is simple in operation, there is no recourse to the dealer, and the dealer receives prompt and full payment for each Time Payment Foley mower sale he makes. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

Circle No. Al8 on coupon, pg. 58

Sprinklers. An initial order by dealers for Rain Jet Sprinklers includes a set of price lists and specification sheets for coverage planning and installation information. Each shipment also includes a supply of envelope stuffers. Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif.

Circle No. A19 on coupon, pg. 58

Window Glass. A 12-page catalog entitled "Sales Aids for 1956-57" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

Circle No. A20 on coupon, pg. 58

Padlocks. Padlocks to meet every need are described in a 20-page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle padlocks. Also described are two newly designed super security padlocks which have an extra short shackle

clearance of only ½-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bikelock display boards. Master Lock Co., Milwaukee 45. Wis.

Circle No. A21 on coupon, pg. 58

Pre-Measured Chain. A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof Coil, red color bands on BBB Coil, and blue on High-Test Chain. A matching color-coded End Tag is attached to the free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is reattachable after each use. The tag's reverse side may be used for recording the balance of chain in the container, Hodell Chain Co., Cleveland 3. Ohio.

Circle No. A22 on coupon, pg. 58

Fishing Tackle. A 48-page book, largely in color, illustrates South Bend's 1957 line of rods, reels, lines, and lures. Special numbers featured are 12 SpinCast model rods as well as several solid glass spinning rods; a series of general purpose two-handed spinning rods which head the salt water hollow glass items along with the four new Salmon and Steelhead rods; a "Saber-Glass" series of trolling rods; the thumb-controlled Spin-Cast 77 reel; the "Banshee" floating fly line and the "Commando" castingtrolling line. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Circle No. A23 on coupon, pg. 58

Tapes and Tape Rules. Colorful catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Circle No. A24 on coupon, pg. 58

Hardware Chain. A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-A, contains data on construction fea ures, applications, packaging, weights and other general information. American Chain

Division, American Chain & Cable Co., Inc., York, Pa.

Circle No. A25 on coupon, pg. 58

Sprayers and Dusters. Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Circle No. A26 on coupon, pg. 58

Cleaning Supplies. "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a sixpage color folder offered to dealers as an aid in setting up a cleaning supplies center. Ox Fibre Brush Co., Frederick, Md.

Circle No. A27 on coupon, pg. 58

Deming Sales Aids. An 8-page, 4color bulletin illustrates the complete line of sales aids and materials available to Deming pump dealers and distributors. The bulletin shows and describes Deming direct mail pieces; letterheads; mailing cards; broadsides; leaflets; booklets; blotters: window cards and streamers; satin banners; clocks; tacker, bracket and road signs; identification labels; decalcomanias and displays. The company furnishes all mailing pieces free and pays postage on the first 200 used by a dealer. Most other materials are also free. Remaining pieces are furnished at cost. The Deming Co., Salem, Ohio.

Circle No. A28 on coupon, pg. 58

Project Book. Twenty-five do-ityourself wood-working projects have
been made up in loose-leaf manual
form with a cover and are being offered to home workshop enthusiasts.
Each wood-working plan is blueprinted thoroughly on a self-contained sheet. Detailed instructions
and diagrams with descriptions are
included. Selection of tools and lumber is covered in the booklet with
the company emphasizing the use of
its own glue product, Rogers Glue.
Rogers Isinglass & Glue Co., Gloucester, Mass.

Circle No. A29 on coupon, pg. 58

Fishing Reels. A four-color brochure, picturing and describing the 1957 line of Langley spinning and casting reels, is offered to the trade. No price increases are noted among spinning reels, which range from \$17.95 to \$37.95. The Model 505 Langley Shorty casting reel with nar-

RUGGED ROBERT

America's Fastest Selling Broom Rake

Here's a rugged, durable product constructed throughout of the finest quality materials available. This smartly designed, absolutely unique broom rake is a proven sales booster . . . means greater dependability and greater profit for you everytime. Let Fast-Selling, Customer-Pleasing Rugged Robert help you make your sales jump ahead NOW!

PACKAGING

				IGHT DOZ.
6	Only	Heads		11
6	Only	Handles	23	Lbs.

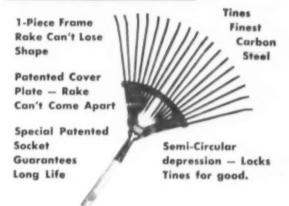
THE LINE THAT SELLS ON SIGHT



TRADE MARK REGISTERED



5 IMPORTANT FEATURES:



Create a Sales Sensation! Carry the Complete Rugged Robert Line!

OTHER RUGGED ROBERT QUALITY PRODUCTS

- * Pliable, galvanized solid or twisted clothesline
 * Galvanized clothesline T posts with fittings
 * Dependable, longer-lasting swing, well and leash chain.

WIRE PRODUCTS COMPANY

2713 NORTH 24th ST.

BIRMINGHAM, ALABAMA

Member, American Hardware Manufacturers Association

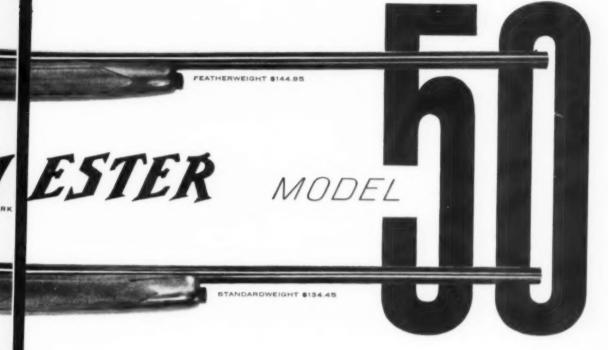
Distributors, write us about our dating feature



Modern metallurgy and ballistic science have teamed up to turn out the finest autoloading shotgun ever built for the upland shooter-the revolutionary Model 50 Featherweight! Weighing less than seven pounds in 12 gauge, the Model 50 Featherweight uses the same simple, trouble-free action that changed the whole concept of autoloading design when it was introduced in 1954 in the Standardweight version. The superb Model 50 Featherweight gains its light weight through the use of new, light Alumalloy for the receiver. A pleasure to carry, a natural pointer if ever there was one, the Model 50 Featherweight combines the lightness demanded by upland gunners with longevity that rivals any all-steel gun. Go to your dealer and ask to see the Model 50 Featherweight, the perfect choice for a man or woman who wants to carry a light gun and still shoot all loads with complete comfort. Now available in 12 gauge.

There are many shooters who prefer a slightly heavier gun to steady their swing, particularly for the more deliberate gun pointing done at waterfowl. For these shooters, Winchester provides the superb, all-steel Model 50 Standardweight, the perfect companion to the new Featherweight. Announced in 1954, the Standardweight racked up a solid success record under some of the toughest shooting conditions possible. First autoloading shotgun with a fixed, non-recoiling barrel, the Model 50 eliminated the uncomfortable "double-shuffle" found in other autoloaders and did away with the unsightliness and compromise previously a part of automatic shotgun design. Now incorporating new engineering modifications, a Model 50 Standardweight and the new 234" magnum shotshells form the most successful combination for wildfowl shooting yet devised. Available in 12 gauge-20 gauge ideal for women and younger duck hunters.

NEW Teatherweight



companion to the famous STANDARDWEIGHT

Dealers: This is it! you meet the different needs of individual customers: PLUS complete selling support to win you maximum sales.



The biggest, most thorough advertising campaign ever put behind a single shotgun model will tell customers about their new weight choice in the Model 50—the Standardweight for general use, Featherweight for bird hunters. Millions of shooters will read about it in their favorite general, sports and farm magazines. They'll want to see the Model 50 in both weights!



A complete II-piece sales and promotion kit filled with eyecatching in-store displays will help you sell more. Makes it easier to explain the difference between the two weights. For yours, write to our Sales Promotion Department.



Use the Winchester Time Payment Plan to close more sales instantly. What customer can turn down a Standardweight for only \$13.45 down*, or a Featherweight for only \$14.95 down*? Up to 21 months to pay. If you haven't signed up yet, write us for details.

*Prices subject to change without notice.

WINCHESTER-WESTERN DIVISION . OLIN MATHIESON CHEMICAL CORPORATION, NEW HAVEN 4, CONNECTICUT

row spool, shell-shaped housing and natural alumanite finish, is back in production and retails at \$7.95. The Fisherman's DeLiar now is manufactured only in green crackle finish —Model 208 retailing at \$2.00; Model 228 at \$2.50. Langley Corp., 310 Euclid Ave., San Diego 14, Calif.

Circle No. A30 on coupon, pg. 58

Woodenware. Woodenware items such as bowls, trays, forks, spoons, mauls, etc., are described and illustrated in a catalog available to dealers. The cover page carries a listing of the special lines which include Oblong Trays, Early American, Supreme Finish, Liquid Proof, Sealtite,

Old Colonial-Walnut Finish, Paraffined (Waxed) Hardwood, and Caesar Finish lines. A brief description is given of each. J. Shepherd Parrish Co., 201 N. Wells St., Chicago 6, Ill.

Circle No. A31 on coupon, pg. 58

Industrial Fasteners. A 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

Circle No. A32 on coupon, pg. 58

Chains. A catalog sheet, in color, which describes the advantages of "Measure-Mark" chain, is available. The chain is marked every five feet for exact measurement and is color-coded for instant identification of chain grade. The catalog sheet illustrates the different type chains and spotlights the color marking. Detailed information and specification charts are given also. Campbell Chain Co., York, Pa.

Circle No. A33 on coupon, pg. 58

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Circle No. A34 on coupon, pg. 58

Aluminum Reflective Insulation. A 4-page, 8½ x 11-inch, 3-color brochure has been issued to describe the advantages of Reynolds Aluminum Reflective Insulation — paper covered with aluminum foil on one side (Type B) or both sides (Type C). Application instructions are included in the brochure plus facts concerning the economy of the product and where it can be used best. Request Form BP 315 F. Reynolds Metals Co., 2500 So. Third St., Louisville, Ky.

Circle No. A35 on coupon, pg. 58

Aluminum Furniture, The Delighter 4-color catalog featuring the 1957 line of aluminum casual and summer furniture is available upon request. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.

Circle No. A36 on coupon, pg. 58

Fastener Wall Chart. An indexed price list of standard bolts, screws and nuts made up into a 7 x 11 illustrated wall chart for dealers is available. Price lists for each type are shown individually on succeeding pages of the 10-page chart. Pages are cut so that a drawing and label for each type appear as the cover and tab index of the wall chart. The user opens the chart to find a table of R B & W's list prices and a corresponding table on which the dealer enters retail prices. Russell, Burdsall & Ward Bolt and Nut Co., Port Chester, N. Y.

Circle No. A37 on coupon, pg. 58

Marine and Outdoor Products.
Complete information and detailed illustrations on the 1957 line of Tapateo outdoor products are shown in an 8½" x 11" full-color folder.
Marine safety products are featured in a six-page folder containing complete descriptive material. Illustrations are in full, natural color and pertinent facts such as size, style, colors, shipping weights, etc., are listed. The American Pad & Textile (Continued on page 46)

It's "BRANDIN" time in Texas . . .



... Houseware and Hardware buyers are heatin' their "brandin' irons" for the Dallas round-up of the SOUTHWEST HOUSEWARES-HARDWARE & RECREATIONAL MARKET. Smart retail and wholesale buyers, who fore-go the expense and confusion of an eastern trip, are planning to attend this first southwestern market. Here an exhibit limited to manufacturers only, will display the wares of over one hundred makers. You will see the newest in national lines exhibited by southwest minded manufacturers, ready and willing to assist you with merchandising problems. You can shop in leisure and benefit from the years of experience these manufacturers have had in consumer acceptance of their own products. Yes sir! through buyer demand. this new southwest market is now a reality. Join the round-up and put your brand on the merchandise that is tailored for you. You'll be glad you did.

DALLAS MANUFACTURERS & WHOLESALERS ASSN., INC.

1101 Commerce St., Dallas, Texas





Remington Dealer Letter



BRIDGEPORT

CONN

NEW REMINGTON GUN DISPLAY STAND AVAILABLE TO DEALERS



Attracts customers, increases sales, shows, describes and prices guns—for window or store display

Here's a "natural" for more sales, Now you can display Remington guns on this easel-type stand—at exceptionally low cost to you! Remington offers these expensive 4-gun display racks for only \$4.50—a price below the quantity purchase price.

Use one or more of these handsome displays to feature guns in window or store. Guns will sell faster when you get them out from behind the counter. Beautifully finished korina wood sets off guns to their best advantage . . . attracts customers and brings them to the point of sale!

Send your order now to Sales Promotion, Remington Arms Company, Inc., Bridgeport 2, Conn. Price per gun stand is \$4.50 F.O.B., Bridgeport, Conn.





Attractive identification varily for each Remington gun slip into brass card holders, mounted on the stand, to identify the guns you wish to display. A complete set of identification cards is supplied with each stand.

CATCH SHOPPERS' EYES and their DOLLARS

National
Linoleum
Binding



Colorfully Packaged to Sell On Sight

Just display this convenient, selfservice carton on your counter and see how fast National and Columbia Binding moves. Each colorful box contains a dozen clear plastic packages of '4" linoleum binding—12 feet long, conveniently punched for fastening and with the nail supply enclosed. Available in brass, aluminum or stainless steel.



COMPLETE LINE OF NA-TIONAL AND COLUMBIA WEATHERSTRIPPING • "TRIPL-TITE" ALUMINUM SIDING • PORCELAIN ENAMEL BUILDING PANELS AND SIGNS

Write or wire for details!



Weatherstrip Division

2 Gateway Center, Pittsburgh, Pa.

Co., So. Washington St., Greenfield, Ohio.

Circle No. A38 on coupon, pg. 58

Clamps. Much text material on selection, care and use of Jorgensen and Pony Clamps in addition to regular catalog material appears in a 32-page catalog. The catalog is in color and covers "C" clamps, clamp fixtures, bar clamps, handscrews, press screws, etc. Condensed catalogs and pages for house and salesmen's use are also available. Adjustable Clamp Co., 437 No. Ashland Ave., Chicago 22, Ill.

Circle No. A39 on coupon, pg. 58

Insect Wire Screening. A revised edition of the brochure "Selling Insect Wire Screening at Retail" is available. The growth and importance of aluminum insect wire screening, which was not a commercially standard item when the earlier editions were printed, is emphasized in the revised text. Insect Wire Screening Bureau, 75 West St., New York 6, N. Y.

Circle No. A40 on coupon, pg. 58

Door Hardware. A booklet illustrating door hardware items contains compact technical information and provides answers to customers' "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Circle No. A41 on coupon, pg. 58

Oilers and Cans. A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

Circle No. A42 on coupon, pg. 58

Buying Guide. A four-page guide to better buying contains a complete stock list of materials that are available from all Southern States Iron Roofing Co. warehouses. Southern States Iron Roofing Co., P. O. Box 1367, Atlanta 1, Ga.

Circle No. A43 on coupon, pg. 58

Screw Anchors. Separate catalog sheets in two colors describe and illustrate Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

Circle No. A44 on coupon, pg. 58

Pumps. A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The line includes jet, submersible, and piston-type pumps in a wide variety of shallow well, convertible, and deep well models. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

Circle No. A45 on coupon, pg. 58

Sanding Kit. For insertion in standard binders, a catalog sheet is offered which describes and illustrates the Model 700K complete electric powered Sanding Kit. The sheet is in color and shows all the features of the kit, which retails for \$16.95. The kit includes the sander and polisher, in a metal case; a supply of sandpaper; and a polishing cloth. Weller Electric Corp., Easton, Pa.

Circle No. A46 on coupon, pg. 58

Toys. A full-color catalog insert now available features the leading items in the company's newly-styled line of doll carriages, strollers, and children's furniture. The items are illustrated in their actual color combinations and a complete description including specifications and weights accompanies each illustration. Also available is the toy firm's complete 16-page, three-color catalog featuring the full line of 18 doll carriages, 10 strollers, seven table and chair sets. six rockers, and three toy chests. South Bend Toy Manufacturing Co., South Bend, Ind.

Circle No. A47 on coupon, pg. 58

Home and Garden Equipment. Six catalog pages, available separately or complete in manila file folder, describe the complete Jackson line. The sheets feature Ace barrow on front, Jax barrows on back; Lawn Sprayer, stakes, and lawn edger; Imp barrow, garden barrows; lawn rollers, Jumbo barrow; lawn and garden carts, 2-in-1 Spreader-Cart; and lawn spreaders and commercial distributors. Jackson Manufacturing Co., Harrisburg, Pa.

Circle No. A48 on coupon, pg. 58

Dealer Displays. Thirty-one different displays of Cabinet Hardware are illustrated in Amerock's No. 104 Catalog of Dealer Displays. The catalog is said to cover the right kind of display for any store arrangement, any department, or any "on-the-job" use. Amerock Corp., Rockford, Ill.

Circle No. A49 on coupon, pg. 58

Detachable Chain. With the farm equipment user in mind, a catalog is made available featuring the use of detachable sprocket chain in a wide range of agricultural machinery. Well-illustrated and in color, the catalog covers engineering data, sizes, plain chain links shown in actual size, attachment links, and several pages of specifications and data. The Locke Steel Chain Co., Inc., Bridgeport, Conn.

Circle No. A50 on coupon, pg. 58

Display Ideas. A Rubbermaid display booklet which illustrates and describes a variety of display methods for all size stores is offered to dealers. Wooster Rubber Co., Wooster, Ohio.

Circle No. A51 on coupon, pg. 58

Water Skis. An international water skiing champion instructs the beginner in water skiing in a 6-page, 2-



Ames also manufactures the famous line of Ames garden tools and shovels and the popular new line of Ames Aire casual furniture

color folder now available to dealers. The booklet, entitled "Come On In . . . the Water Skiing's Fine!," provides a series of graphically instructive photos. The company manufactures Hydro-Flite water skis. Hedlund Manufacturing Co., Nokomis, Ill.

Circle No. A52 on coupon, pg. 58

Water Appliance Promotions. A comprehensive 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog shows suggested consumer literature; local advertising for newspapers, radio, television, and directories; point-of-sale aids; indoor and outdoor signs; and numerous specialty items. In addition, the catalog tells how and when to use these items most effectively. And a special feature tells how to get valuable local publicity for "yourself, your business, and Rapidayton products." The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Circle No. A53 on coupon, pg. 58

Building Materials. Entitled "SSIR-CO Fact Folders," Southern States is offering a series of 19 file folders designed for every dealer's filing cabinet. The folders provide a handy reference library on major building material lines, such as aluminum roofing and siding, asphalt products,

farm and industrial gates, insulation, nails, etc. To keep the folders current, latest product information will be mailed by the company to those dealers using the prepared product reference library. Southern States Iron Roofing Co., P. O. Box 1367, Atlanta I, Ga.

Circle No. A54 on coupon, pg. 58

Carriages and Strollers. The Forward Flair design, along with new all-weather fabrics, highlights the 1957 line of baby equipment presented in "Forward Flair for 1957," a full-color, illustrated 48-page catalog. The catalog fully describes the company's line which consists of baby carriages, strollers, padded goods, hi-chairs, feeding tables, carbeds, auto seats, walkers, and accessories. Price lists and order forms are included in the catalog. O. W. Siebert Co., Gardner, Mass.

Circle No. A55 on coupon, pg. 58

Metal Merchandisers. A 40-page catalog. #390, illustrating and describing a complete new line of Vizu-Bilt all-metal merchandisers is being offered to dealers. The gondolatype self-selection units described are available in a wide variety of styles, sizes, and colors. Adjustable, perforated metal shelving, clip-in splicers, and a complete selection of accessories make them flexible and

adaptable to all types of merchandise. L. A. Darling Co., Bronson, Mich.

Circle No. A56 on coupon, pg. 58

Baseball and Softball. The 1957 editions of the "Famous Slugger Year Book" and "Official Softball Rules" are available. The year book is packed with baseball interest, including pictures of the past season's outstanding sluggers, records, and highlights of the 1956 season. It features an article on hitting by Ted Kluszewski, major league hitting star. "Official Softball Rules" includes pictures of winning teams and records of the 1956 season. Hillerich and Bradsby Co., Louisville, Ky.

Circle No. A57 on coupon, pg. 58

Special Purpose Planes. "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbet, router, and double-end tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings showing the planes in use and the innumerable cuts that can be made with special purpose planes, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

Circle No. A58 on coupon, pg. 58

Toys. A toy consumer folder entitled "Siebert Presents Frolic Time" is available and features the 1957 line of futuristic action toys and juvenile furniture. The eight-page folder, designed in three colors, is prepared to help parents in toy selection. Highlighted are velocipedes, train-a-bikes, doll carriages and strollers, doll cradles, toy chests, car beds, and auto seats. O. W. Siebert Co., Gardner, Mass.

Circle No. A59 on coupon, pg. 58

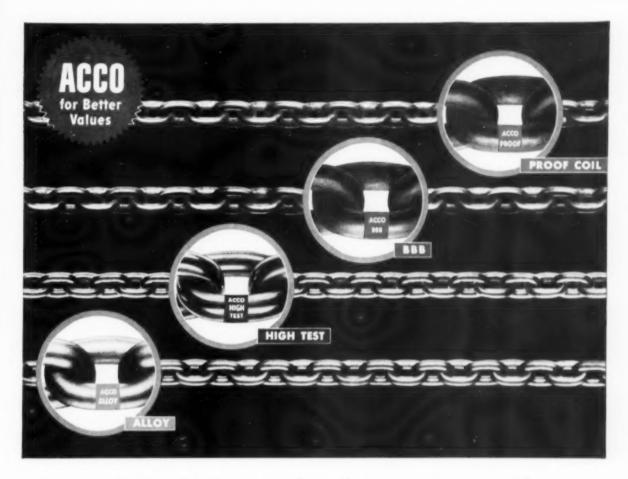
Southern Dealers Report on Wages and Hours

(Continued from page 27)

Question No. 4 asked, What are your opening and closing hours? Replies to this question indicated clearly that business activity gets under way earlier in the small towns. In view of this, the answers to this question were broken down into two groups, those from dealers in cities and towns of less than 10,000 and from dealers located in the larger cities.

Among dealers in the smaller towns and cities, 41% reported their opening hour as 7:00 a.m., 27% gave 8:00 a.m. as the opening hour, 20% open at 7:00 a.m., while 7% open from 6:00 to 6:30 a.m. The remaining small number reported such opening hours as 7:15 a.m., 7:45 a.m. and 8:30 a.m. but





How COLOR-marked American Chain brightens your profit picture!

American Chain is color-marked for instant brand identification!

American Chain is color-marked for easy measurement!

American Chain is color-marked for protection against error!

That is the big new idea in chain selling that saves you time, insures accuracy in selling, pleases your customers and increases sales of American Chain.

For now American Chain is marked, at intervals of approximately five feet, with a distinctive, self-identifying color band of stick-tight tape. These bands of tape each bear the brand name ACCO, also the grade of the chain (Proof Coil, BBB, High Test, Alloy).

Tapes are in standard industry colors as follows:

GREEN for ACCO Proof Coil
RED for ACCO BBB
BLUE for ACCO High Test
ORANGE for ACCO Alloy

Containers are marked with the same colors

Quick Identification • You and your customers can see instantly what grade the chain is, and that it is American Chain—the very best in chain quality and value. This eliminates the possibility of confusion and error. It makes both selling and buying easier, faster, more satisfactory all around.

Easy Measurement • It is a simple matter to measure off any desired length of chain, in seconds, thanks to these bright, durable color markers which appear approximately every five feet of the chain.

Full Protection • These color markers assure your customer that he is getting the right length and the right grade of genuine ACCO-made chain he wants. Even a color-blind person can identify the chain from the easily-read color markings.

Order these color-marked, easily-identified American Chains from our authorized American Chain Distributor. He is prepared to give you the very finest, promptest chain service.

Write us at York, Pa., for booklet, "Finger Tip Facts about Chain"

American Chain Division AMERICAN CHAIN & CABLE

Bridgeport, Conn. * Factories: *York and *Braddock, Pa

Sales Offices "Affanta Boston, "Chicago, "Denver, Detroit,
"Houston, "Los Angeles, "New York, Philadelphia, Pittsburgh,
"Indicates Warehouse Stocks "Portland, Ore., "San Francisco."





SUPERSEAL Gas Range Connectors are available in six different assemblies, but only one top quality grade, certified and approved by the American Gas Association and Underwriters' Laboratories, Inc. The tubing is ½-inch O.D. aluminum, with a wall thickness of .049 inch. Fittings are of malleable iron, cadmium plated. Available in 12 to 60-inch lengths, with ½-inch pipe thread as standard. Special ½-inch pipe thread can be supplied in the straight male or female adaptors. Over 400 U. S. distributors. Insist on SUPERSEAL.

"Every Superseal Fitting is a union in itself"



the number in each case was negligible.

Among these same dealers in the smaller communities, 54% close at 6:00 p.m., 27% at 5:30 p.m., and 12% close at 5:00. A few of the reporting dealers stay open as late as 7:00 p.m., but these comprise only a small group.

A number of dealers remain open longer on Saturday, with the closing hour for most of this group being 9:00 p.m.

Opening times are later in the cities and towns of more than 10,000 population. Of those dealers replying to this question, 50% open at 8:00 a.m., while 18% open at 7:30 a.m., 19% open earlier than 7:30 a.m., and 13% open later than 8:00 a.m.

For 37% of the larger-city dealers the closing hour is 6:00 p.m., 32% close at 5:00 p.m., and 19% close at 5:00 p.m., while 12% close later than 6:00 p.m.

The steady rise in selling expense is shown in the replies to Question No. 5: About what is your percentage of selling expense (ratio of sales peoples' salaries to total sales)?

Because of the wide range of answers to this question an average figure would have little meaning for in a number of instances replies listed figures so high or so low as to be obviously inaccurate. However, it is apparent that salaries for sales people have been moving steadily up. This is posing a problem for dealers, for in many instances sales volume per sales employee has not increased correspondingly.

Dealers in the smaller cities and towns gave replies to this question ranging from five to 16%, with the average being 9.3%. Dealers in the towns and cities of more than 10,000 listed sales ratios of from five to 15% with the average being 10.6%.

Question No. 6 asked, What is your policy as to vacations, occasional time off, sick leave, etc?

The survey results showed that hardware store sales people are benefiting from increasingly liberal vacation policies. Virtually all reporting dealers give their sales people vacations with pay. 64% give a one week vacation with pay, while 32% allow a two-week vacation with pay. The remaining dealers replying to this question gave such varied answers as: 10 days with pay, one half day off per week, one week with pay and one week without pay, etc.

Policies in regards to sick leave

and occasional time off were just as varied. Virtually all dealers permit employees a reasonable amount of sick leave without loss of pay, and in many instances there are definite schedules of sick leave time: one week sick leave, one month sick leave, two weeks sick leave, etc. Similarly, a large majority of dealers permit occasional time off for personal reasons without deductions in the employee's pay.

Question No. 7 was, If you are using any form of incentive plan bonus, profit-sharing, commission, contests, etc., give details.

One of the notable trends revealed in the results of the survey is the apparent increase in the number of southern hardware retailers using some form of plan to provide employees with extra compensation. 25% of the dealers replying to this question indicated the use of some such plan.

In many instances this is in the form of a simple bonus at Christmas or a year-end bonus if profits warrant. A number of dealers have employees on a commission arrangement or have contests in operation to boost sales of special merchandise. Some dealers provide special incentive for store managers or department heads only.

Following are the replies of several dealers in regards to incentive plans:

Oklahoma—Store manager gets commission on net profit.

North Carolina—We give a bonus each year based on net profits for the year.

Mississippi—One week's pay as bonus at Christmas, plus the furnishing of group insurance.

Georgia—Bonus of week's salary given at Christmas.

Florida—Salesmen receive 5% commission on sales above \$400 per week.

Texas-We pay commissions on sales to manager and assistant manager of each store, plus an annual share of the profits and permission to purchase stock in the company. For regular employees we have sales contest on special merchandise such as traffic appliances. We use a star board with hidden amounts-from \$1.00 to \$2.50 behind stars. When a sale is completed by an employee on the merchandise selected for the week a star is pulled and the amount under the star is paid to the employee. This has proved very good.

Arkansas-We give \$130 as a bonus at Christmas and up to \$30 Make their lunch time your profit time!



for the working girl . . . chic, new

UNIVERSAL MAPL



Authentic "Royal Stewart" Scotch Plaid. The new Mary-Ann Lunchn-bag has plenty of room for lunch plus all her everyday necessities. Rubberized, water-proof interior. Models with shoulder or hand strap. Choice of 10-ounce or pint "Pour-Easy" vacuum bottle.

Dealer cost \$3.32



Also in authentic "BLACK WATCH" SCOTCH PLAID

Subtle green and black "Black Watch" plaid with a choice of hand or shoulder strap.



for the school girl ...

UNIVERSAL CARNIVAL

Carnival . . . a scene of fun with everything from Noah's Ark to a fairyland castle. Lunch kit in full color. Matching 10-oz. "Pour-Easy" vacuum bottle. Dealer cost \$1.93



for the school boy ...

UNIVERSAL PIONEER

Pioneer catches a boy's imagination, Indians! Frontiersmen! Adventure! Lunch kit in full color, Matching 10-ounce "Pour-Easy" vacuum bottle.

Dealer cost \$1.93



per month each when sales exceed the corresponding month of the past year by \$500. We give a \$15.00 bonus if sales equal the same month.

Alabama—Each employee gets 10% of sales over \$6,000 each month.

Texas—We give employees a Christmas bonus.

Alabama—We give a bonus of \$10 each month to sales person having largest sales.

Virginia—One week's salary as bonus at Christmas.

Texas—Manager gets 5% of net profits at end of the year.

Alabama—17% of net operating profits divided among non-management employees.

Tennessee—Bonus and commission.

South Carolina—Commissions of 3, 5 and 10% on appliances and large items. Christmas bonus of \$300 to each employee with 12 months of service. Year-end bonus based on sales,

Tennessee—We pay one salesman 2% commission on his sales and another salesman 1% commission on sales.

South Carolina—Manager receives 10% of net profits at year end.

Arkansas—Salesmen receive 3% of net profits.

Florida—Bonus of approximately 10% of annual salary paid in good years to all employees who have been with us one year or more.

North Carolina—A commission of 2½% is paid on sales over quota.

This Store Is Modern Hardware Supermarket

(Continued from page 30)

ished in definite colors for each department. Overhead canopies hide the fluorescent tubular lights which contribute much glamour to the merchandise displayed.

The center of the store contains three rows of island display fixtures, with background colors emphasized with blond wood edges, similar to the wall fixtures.

The island displays are spaced evenly but with an unusual amount of travel space between. Each one is a complete departmental display, such as regular kitchen accessories grouped together. All displays are stocked with items that make it easy for related selling by sales personnel.

The cash and wrapping counter is located in the center of the store, so that customers must pass binned and price-marked merchandise. In fact, the entire layout is based on a semi-self-service idea. All display fixtures and units were custom-built and placed exactly where planned in the beginning.

So that customer service would operate at maximum, Montgomery said, "we've tried to place ourselves in the customer's shoes, trying to visualize his or her wishes." This philosophy is borne out by the fact that restrooms for men and women, as well as electric drinking fountains and Coke machines were included; extra conveniences that increase customer satisfaction.

Aside from complete air-conditioning, and large warehouse space at the rear, Montgomery is proudest of the light conditioning features of the new store. The acoustic metal ceiling and modern fluorescent light fixtures provide adequate lighting and are the first of this type installed in Jackson. The lighting arrangement worked out by an electrical engineer and the architect include a row of hanging "swivellete" lights over the wall fixtures on each side of the store that enables the spotlighting of any or all display units.

Canopy lighting in the front of the store spots merchandise in the floor-to-ceiling windows that extend all across the front. The entire scheme of light-conditioning designed to eliminate shadows anywhere in the store has succeeded admirably.

Although he has stocked his new store with every conceivable item carried by hardware stores, Montgomery always is searching for new items and new ideas. During the past few years he has built up an enviable volume on hunting equipment and fishing tackle. Now, he is going into the archery business on a fairly large scale.

Recently he had a part in the forming of an archery club with a membership that has already passed the 40 mark and is creating much interest among the younger folks as well.

Montgomery said, "My son got me interested in archery and now I am a rabid fan." Last fall the archery club planned a deer hunt with bows and arrows — the first one held in the state. State officials had granted the club permission to stalk deer a few days before the season opens, under their



Believe it or not, more than 6 million horses and mules need shoeing each year—and today their owners are looking to YOU to supply them. Horseshoes are a high-profit item...come packaged 10 pair to the box—easy to store, shelve, and sell. Stir yourself. Write now to Dept. H-2 for name of distributor, free catalog and pricing information.





MORE THAN 1000 LEADING MANUFACTURERS exhibit more than 50,000 products including more than 1000 brand new items introduced to the trade...all at one time, under one roof.

COMPLETE LINES of hardware, housewares and allied items...**plus** the greatest array of lawn, garden and outdoor living equipment ever assembled...**plus** a new division devoted exclusively to fishing tackle!

FILL OUT AND RETURN THE REGISTRATION COUPON today. Your admission badge, which will admit you without further registration, will be mailed to you.

OCTOBER 14-18, 1957 at the COLISEUM, New York City

NATIONAL HARDWARE SHOW Suite 1103, 331 Madison Ave., New York 17, N.Y. Please check below if you wish us to make hotel reservations for you. NATIONAL (Flance Print) NAME HARDWARE SHOW FIRM STREET CITY EXECUTIVE OFFICES: TYPE OF BUSINESS 331 Madison Ave., New York 17, N.Y. Please check below the classification of your business. Murray Hill 2-4802 Wholesaler Retailer Dept. & Chain Store Buyer Importer-Exporter Mfgrs' Agent Manufacturer Other Please send us your hotel reservation blank. please fill out coupon and mail In Minors under 18 yrs. of age will not be admitted under any circumstances.

d n n supervision. Needless to say, Montgomery Hardware will be archery supply headquarters in North Jackson from now on.

According to Montgomery, his advertising program in the past was not well-planned nor balanced. But in the future, he said, much emphasis will be placed in carrying his merchandising messages in newspapers and radio programs. His recent grand opening was announced with eight pages of advertising, five pages in the evening paper and three in the morning paper. Radio spots flooded the air during the three days of the grand opening.

With eight employees, three of whom came with him from the old store, Montgomery plans to inaugurate a bonus system for sales personnel based on their production

Past president and now a director of the state hardware organization, Montgomery was overwhelmed by the generous giving of time by hardware wholesaler salesmen who came into the store and worked nights getting stock into place before the opening took place.

However, this is typical of those who know Montgomery. His own friendliness and efforts to be of service to his fellow man have bred a like response among others. His popularity is pointed up by his election as "Honorary Mayor" of Fondren which is the name of the community where Montgomery Hardware has been an important asset for the past 10½ years.

Garden Supplies Are Bringing Customers In

(Continued from page 31)

Last year promotion also included a lecture and a movie on flower gardening at a local garden club. A factory representative presented the program to approximately 30 women. An increase in garden supplies' volume followed. Activities of this type, even though carried on at a very limited scale, win customers and friends for the store.

"Charge accounts are not encouraged although we do open such accounts for those regular customers whose dependability is well known to us. After a satisfactory check on the customer's credit, he may buy a power mower, pay 10 percent down, and spread the balance over a year, but he is not the usual case," Vandermeulen said, indicating bad accounts had been cut down considerably by this strict policy. "We have sold no more than four or possibly five power mowers on credit. In these cases, we knew the customers well and handled our own paper."

The store manager believes that a dealer should know as much as possible about gardening.

"Like any other department in a store, the more you know, the more intelligently you can help a customer. Real help creates confidence. And confidence brings people back," Vandermeulen confided. He himself has firsthand experience with lawns and gardens but where this is not possible, he advises the reading of supplier literature, asking manufacturers' salesmen questions, reading the Sunday newspaper columns on gardening and the popular gardening periodicals.

"I keep a book handy for quick reference on some questions I can't answer right off," he stated. "A manual helps. But read labels. All the information you need is right there. You need go no further."

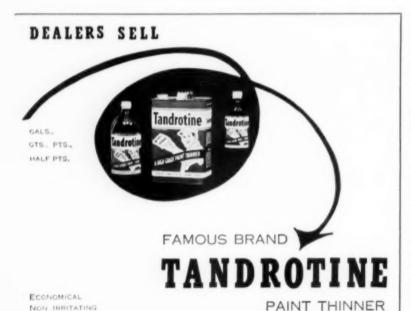
A piece of wooded land behind the store is used for demonstrating a power mower to a customer. Demonstrations at a customer's home take place when necessary and when a sale is reasonably certain.

Garden Shop Aims for Do-It-Yourself Trade

(Continued from page 32)

their own," he continued, "Many of the do-it-vourselfers coming in are new suburbanites and new at gardening. When they bring in their vard dimensions, we help them plan and lay out their yards, advise them how to prepare the soil, the amount of fertilizer or chemical they need (since we are familiar with the soil conditions of this area), show them how to use spreaders, or a garden tractor, where to place and how to work into their plan a vegetable garden, and in general meet their outdoor problems."

An important factor that has increased traffic and volume in garden supplies is the instruction in outdoor building that Deaver and his staff can give. Having built his own home and his own store,



Dealers realize greater profits through faster

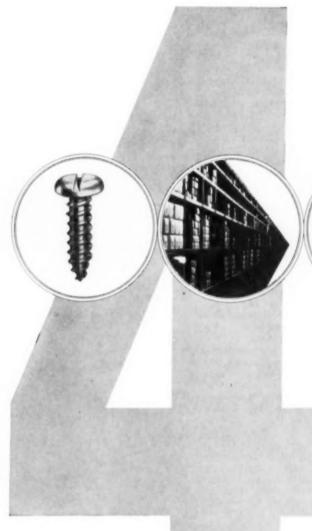
LONG LEVELING ING BRUSH MARKS

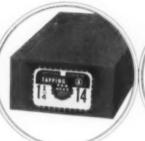
LONG WET EDGE (NO BRUSH MARKS)

PLEASANT ODOR

MIGH FLASH POINT

turnover and higher markup. Stock TANDROTINE - today 1







4 REASONS WHY Southern SCREWS MEAN PROFIT

High Quality: Southern Fasteners are made of finest materials to Federal Specifications. They bring customers back!

Quick Service: 500 thousand gross of screws and bolts in stock, Emergency orders filled in as few as five minutes.

Self Display: "EZ to C." © errorproof labels and strong colorful cartons stand out on your shelves. Customers see what they want!

One-Source Supply: Wide range of heads, styles, and finishes, Warehouse near you. Keep your inventory low. Make Southern your stock room.

Write on company letterhead for Southera's Package Stock Guide, Free upon request, Box 1360-SH, Statesville, N. C.

WOOD SCREWS . MACHINE SCREWS & NUTS . A. B. & F.
TAPPING SCREWS . WOOD & TYPE U DRIVE SCREWS .

DOWEL SCREWS . STOVE BOLTS . ROLL THREAD
CARRIAGE BOLTS . HANGER BOLTS



Warehouses

NEW YORK

CHICAGO

DALLAS

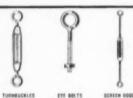
LOS ANGELES .

SOLD THROUGH WHOLESALE DISTRIBUTORS

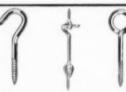
the TURNBUCKLES LINE Saves Money and Time!

- Packaged for quick identification and easy sales.
- Immediate shipment on orders from a central location insuring quick delivery.
- 3. A complete line eliminates losses on shipping charge minimums.

for easy profit... display and sell them all



ommedicates tre series
ommeloy bade scrought nuts,
steel hooks bright size plats ed. Assembled s
b



FYE BOLTS

screw mooks CATE mooks
soul end seiland type, in steel full aim range to



SCREW LYES S & R HOOKS U-BOLTE PLANE AND A SHOCKS U-BOLTE PLANE AND A SHOCK U-BOLTE PLANE AND A

CUP HOORS SCREW HOORS PORCH SW SMOULDER HOORS SQuare bendunt Callines to be seen with from both to be seen to

. . PLUS

TURNBUCKLES

Perforated Board

FIXTURES

Ask your distributor or write to

Turnbuckles Turnbuckles

BOX 333, MICHIGAN CITY, INDIANA FACTORY: GRAND BEACH, MICHIGAN Deaver can teach a customer how to build a retaining wall, or put down a flagstone walk or pour a concrete base to an outdoor fireplace, or put down a brick patio. He is able to help a customer every step of the way in putting up various kinds of fences, an opportunity that frequently develops garden supplies sales.

Service to garden customers has proven a great stimulus to sales. A rental service of garden cultivators, plows, mowers, tractors, posthole diggers, fence stretchers, etc., representing an investment of approximately \$2000, keeps traffic active with resultant sales.

"It is essential to a good garden supplies department to have everying in full view. Self-service and open displays create impulse buying.

"The handling and examination of items are the next thing to buying it. A customer may come in for drain tile or for sand, but when he starts looking around, he discovers "tems suitable to his outdoor living," Deaver commented. "Garden supplies have a good effect on other related merchandise like outdoor play equipment for both children and adults, outdoor cooking equipment, garden furniture. Letting people try out items and study them at close hand creates a desire to have them."

Deaver makes use of direct mail promotion whenever there is a change of policy, innovation or expansion that adds to the convenience of customers in his trading area. He sends out about 2,000 letters within a three-mile radius announcing a new self-service check counter to save a customer's time, or that the garden shop added fruit trees and shrubbery, or that store hours have been extended evenings and weekends.

Advertisements are placed in the six subdivision newspapers of the area running simultaneously for three or four issues at a time. Star Supply Co. never uses advertisments of diversified items with their prices, but runs a strip at the bottom of the newspaper highlighting the name of the company with a few related items without prices.

"We believe institutional advertising is more effective with us. We keep the name of Star Supply Co. as a store of a million-and-one items before our public. We think it makes more of an impression to put over a single idea than to scatter attention over a quantity of items and prices," Deaver said.

Shapleigh Meeting

(Continued from page 36)

cluding individual promotions for independent hardware dealers.

"We must encourage our dealers to modernize their stores. That alone will increase sales," he declared.

McKee urged the sales representatives to urge dealers to use time payment plans to get more business. "If your dealers are not using time payment they are losing business—they are passing up one of the biggest selling tools that we have today because 76 percent of the merchandise sold today is sold on time payment. Urge everyone of your dealers to use it, and there again they can beat or meet the syndicate type of operation."

Shapleigh will emphasize personal contact by keeping men on the road, McKee declared. Making that road easier was the surprise gift of 18 red and white Chevrolet station wagons to the district sales representatives. The new cars will be used in the revamping of the sales force.

New Promotions

New promotions demonstrated at the one-day meeting included P & C hand tools, featuring a new Jet Merchandiser, by "A" Platky, vice-president in charge of sales for P & C Tool Co., pyrex ware, Emerson electric fans, Keen Kutter power mowers, Western-Winchester arms and ammunition, Marquette freezers, plumbing supplies, General Electric lamps, and Gates door mats.

Long, who addressed a luncheon session, made a special trip from Winnipeg for the meeting. He has long been associated with the financial and banking business in Western Canada, as well as with the wholesale and retail hardware interests in Canada.

In addition to being majority stockholder in Shapleigh, he is chairman of the board of Gordon & Belyea Ltd., a wholesale hardware concern at Vancouver; chairman of the board of Walter Woods Ltd., another wholesale hardware concern with branches in Hamilton, Ontario; Winnipeg; Saskatoon, Saskatchewan, and Edmonton, Alberta, Canada.

He also is principal stockholder in Builders Hardware Stores, Ltd., operating a group of six retail hardware stores in the province of Alberta, Canada.

DEALER SALES AIDS



For more information on these sales aids use the free post card at bottom of page

Ames Maid Display

The O. Ames Co., Parkersburg, W. Va., announces a new type of display for use with its Ames Maid metal household furniture line. The display



consists of modular units of heavy gauge metal which are constructed to hook together to form varieties of combinations. The central unit is 12 inches high and 18 inches square.

Handy Return Card

 Request More Information on Sales Aids
 New Products
 Catalogs & Bulletins

NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the coupon. This service cannot be extended to you unless this information is furnished.

Flat surfaces for supporting furniture are heavy masonite painted pastel gray. Ames Maid logotype identification is in bright red.

The display can be adapted to corners, triangular areas, straight wall areas, in a variety of patterns. The unit is light, modern, and functional. For more information—

Circle No. Ql on coupon, pg. 58

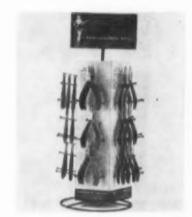
Professional Tools Unit

A merchandiser for professional tools, the Kraeuter Precisionette, is announced by Kraeuter and Co., Inc., Newark, N. J. The colorful, rotating unit is 22 inches high and seven inches wide.

The display carries a variety of five different tools with back up stock for each one to be carried right on the display. The display content includes nine 4-inch diagonals, six 4-inch end nippers, nine 4-inch chain nose pliers, six 4-inch flat nose pliers, and six 4-inch round nose pliers. All of the tools included come with cushion grip vinyl handles in red,

blue, and green at no extra cost.

The manufacturer states that there is a \$36.90 dealer profit on the unit



which has a \$73.80 dealer cost. There is no charge for the display. For more information—

Circle No. Q2 on coupon, pg. 58





BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 14.9, P. L. & R., ATLANTA, GA.

806 Peachtree St., N. E. Atlanta 8, Ga.



Packaged Screening

Insect screening, pre-cut and packaged in Handi-Rol units to fit standard window and door sizes is offered by The Colorado Fuel and Iron Corp., Mt. Wolf, Pa. Handi-Rols are made of prime CF&I Gold Strand insect screening.



Available in either aluminum or galvanized steel wire mesh, Gold Strand Handi-Rols are pre-cut in 28", 32", or 36" widths, and 66" lengths. Each Handi-Rol contains complete instructions for repairing or making screen doors and windows. For more information—

Circle No. Q3 on coupon below

Fasteners Rack

The U. S. Expansion Bolt Co., York, Pa., recently introduced a rack for displaying its new line of carded anchors, fasteners, and hangers. The rack is supplied free with an initial order of the complete line consisting

City



of 50 assorted cards. For more information—

Circle No. Q4 on coupon below

Tape Rule Package

A selling display package for its Tape Rules and Replacement Blades is introduced by the Master Rule Co.,



Middletown, N. Y. The new package, called the "Sliding Dome," consists of a display card and a formed, clear plastic enclosure for the tape rule.

The bubble and the card can be separated to provide access to the tape rule without damage to the package or the product. The plastic wraps around the edges of the card, and can be removed only by sliding it up and off at the top of the card. It is designed to make a secure package that will prevent damage, reduce pilferage, and still permit removal of the tape rule for demonstration. All Master Tape Rules and Replacement Blades are now being packaged in the new Sliding Dome package. For more information—

Circle No. Q5 on coupon below

Lock Merchandiser

Vinyl-and-metal AlignaLock escutcheons with personal monograms are the featured attractions of the new revolving display introduced by Sargent & Co., New Haven 9, Conn. Available in a choice of blue or red.



the new No. 491 mount also demonstrates an AlignaLock entrance lock, bathroom lock, and passage latch in Dalton and Ashcroft designs with polished brass, dull bronze, or satin aluminum finishes. The bathroom set has chrome front and inside trim.

Decorative escutcheons No. 522, with black-on-chrome monogram, and 524 are shown in a choice of finishes combined with leatherlike vinyl in mocha, straw, jet black, and flamingo colors. For more information—

Circle No. Q6 on coupon below

Pinking Shears Unit

The Acme Shear Co., Bridgeport, Conn., has a one-piece folding merchandiser specially designed with a modern flair to increase impulse sales of Kleencut Pinkers. The merchandiser has a dye cut opening and platform which holds one pair of gift packaged pinking shears. It is printed

8/57 Please send me these catalogs and bulletins: A45 A49 A53 A17 A21 A25 A29 A33 A37 A41 A13 A9 AIR A22 A26 A30 A34 A38 A42 A46 A50 A54 AI4 AID A6 A15 A19 A23 A27 ASI A35 A39 A43 A47 A51 A55 ALL A20 A24 A28 A32 A36 A40 A44 A48 A16 Please send me more information on these sales aids: 032 037 042 033 038 043 034 039 044 035 040 045 Q17 Q18 Q22 Q23 Q24 Q27 Q28 Q29 Q30 Q47 Q48 Q49 Q52 Q67 Q62 Q53 Q58 Q63 Q54 Q59 Q64 Q13 Q20 Please send me more information on these new products: 576 577 578 579 580 581 582 583 584 585 586 Send more information on advertisements (give advertiser's name):

. Zone..... State......

FOR THE NEW FAST-TURNOVER ITEMS-LOOK TO YALE!

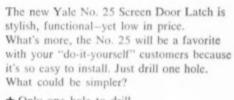
NOW...IT'S THE YALE



NEW **SCREEN** DOOR LATCH:

Single Bore, Easy to Install

Retail \$2.50



- * Only one hole to drill
- * No mortising needed
- * Polished brass or aluminum finish
- * Directions and template in each package

For today's big doings in locks and hardware-LOOK TO YALE!

The Yale & Towne Manufacturing Company, Lock and Hardware Division, White Plains, New York

SPECIAL INTRODUCTORY DISPLAY OFFER FREE: An attractive counter display with the first six Yale No. 25 Latches you order. Five latches are packaged, sixth mounted on the display. Hurry, display supply is limited!



in red, white, and black on a turquoise background and shows the important selling features and the Good Housekeeping Guaranty Seal.

The merchandiser, #7532, is supplied free with an order for 12 or more pairs of pinking shears. It is simple to set up, measures 10 inches wide by 11¼ inches high by four inches wide and will accommodate any of Acme's three pinker models: #180, nickel plated blades and black handles, retail \$2.98; #181, fully nickel plated, retail \$3.95; and #182, fully gold plated, retail \$4.95.

For more information— Circle No. Q7 on coupon, pg. 58 PRINTED HELPS and other sales aids for 1957

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers a colorful display piece for counter, wall, or window, flashing the Mossberg story to customers: 8-page consumer folders for enclosure with mailings or counter use; a 6-page consumer folder on Mossberg's 4X scopes and its latest adjustable power scope; 4-page con-sumer folder on the Covey Hand Trap; a Mossberg emblem decal for use on door or window; a full scale, do-it-yourself Mossberg Gun Rack pattern with a retail value of 50 cents, available free, only five to a store; Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotypes as well as radio and TV commercials. For more information-

Circle No. Q8 on coupon, pg. 58

Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa, offers to dealers a number of catalogs and display packages covering its line of pumps. It also offers dealers a 3-color metal identification sign free with an order of three power pumps at one time. Other sales helps available include 12" x 17" trademark decals, small size decals, and news mats on all of the company's products. For more information—

Circle No. Q9 on coupon, pg. 58

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circular on home and garden equipment line; 81/2" x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 22" x 11" window streamer on Lawn Sprayer; 22" x 11" window streamer on 2-in-1 Spreader-Cart; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column newspaper mats illustrating any one of the garden equipment line. For more information-

Circle No. Q10 on coupon, pg. 58

Molly Corp., Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color, leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Circle No. Oll on coupon, pg. 58

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a mer-

IT'S A FACT!

DEMAND HAS DOUBLED



It's a fact: the new Easy Release on Vise-Grip has been so popular that the factory has doubled production to keep up with demand. For Easy Release makes every owner of previous models want to buy the new, easier-to-use Vise-Grip. And a larger national advertising schedule attracts more new Vise-Grip customers to your store. 7" and 10", wire cutter optional, \$2.15 to \$2.95. Better stock up—now!

Made only by PETERSEN MFG. CO. Dept. SH-8, DeWitt, Nebr.



"When you sell Siebert, you sell the best Your profits soar, 'cause you sell more."

Siebert formula for BIGGER SALES and BIGGER PROFITS

SIEBERT

GARDNER, MASS.

WRITE DEPT. SH-8

PERMANENT SHOWROOMS

SPACE 1537, AMERICAN FURNITURE MART, CHICAGO
SPACE 305, NEW YORK FURNITURE EXCHANGE, NEW YORK
SOUTHERN PLANT — ALERANDERS 51. & VICTORY SLVD., PORTSAGUTH, VA.,
SPACE, 514 FLOGR SQU. FURN. EXPOSITION BLOG., HIGH POINT, M. C.

chandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. Q12 on coupon, pg. 58

Swisher Mower and Machine Co., Warrensburg, Mo., offers to dealers catalog sheets describing its entire line of self-propelled and hand-propelled rotary mowers. Also envelope stuffers, newspaper mats, radio scripts, giant window or wall banner, and other point-of-sale materials are available. For more information—

Circle No. Q13 on coupon, pg. 58

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchan-

dising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. Q14 on coupon, pg. 58

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available.

The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Circle No. Q15 on coupon, pg. 58

Wooster Rubber Co., Wooster, Ohio offers dealers a free dispensing unit for its new shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the new product include window and wall banners, and consumer fold-

ers which feature additional home uses for the rubber shelving. For more information—

Circle No. Q16 on coupon, pg. 58

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-58 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information-

Circle No. Q17 on coupon, pg. 58

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines: In the Camillus line are two display cases, the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with limed oak frame protects and displays knives in open position. Panels on both displays fit



	and MAIL
W. R. C. Smith Publishing	Co.
Department SH8-57	□ New
806 Peachtree St., N. E.	Renewal
Atlanta 8, Georgia	
Please enter my subscriptio WARE for 3 years.	n to SOUTHERN HARD
	n to SOUTHERN HARD
WARE for 3 years.	n to SOUTHERN HARD
WARE for 3 years.	n to SOUTHERN HARD
WARE for 3 years. Name P. O. Box or	
WARE for 3 years. Name P. O. Box or Street and No.	

Double your glue profits



THIS MERCHANDISER FREE WITH YOUR INITIAL ORDER

-with less inventory

-in less counter space

with the new Weldwood® Counter Model Adhesive Center

- \$25.06 profit on a \$39.88 investment
 over 38% profit every turnover.
- A complete package the merchandiser, plus a balanced inventory of fastselling types and sizes. You cover 95% of your glue market with 4 products.
- Color-keyed chart helps customers select the right glue. Answers more than 100 questions. Sells while you're busy with other customers.
- Prices clearly marked on merchandising display unit.
- Sturdy, compact merchandiser will keep making profits for you for years.
- Extensive national advertising steps up your turnover.

Your Profit is over 38%

ORDER NOW! Here's the Weldwood Adhesive assortment with FREE counter merchandiser that will put your glue business up in the high-profit brackets.

WELDWOOD PLASTIC RESIN GLUE	31	1/2						ET		.3	15		E		0	u	ANTITY 12 8
WELDWOOD CONTACT CEMENT	3	la.								.7	0						24 24 12 6
WELDWOOD PRESTO-SET GLUE	31	10/0	0.8	,						.1 .2 .4 .9	9						24 12 12 4
WELDWOOD WATERPROOF RESORCINAL GLUE	-	4	pŧ						1	0.0	00						4
Total Retail Value Display Unit \$10.50																	
Dealer Cost		0	0	0	0			0		0		۰	0	٠	۰	0	39.88
Tour Profit					0	0	0 1	0 6	9		0	0	۰				U. S. A.

Weldwood

The best known name in glue

Nationally advertised to step up your sales

HURRY! MAIL THIS COUPON TODAY!

Dept	ED STATES PLYWOOD CORPORATION . SH8-57, 55 West 44th Street York 36, N. Y.
Pleas	e rush me my Weldwood Adhesive Center (counter model) lete with assortment described above, at special price of
Store	Name
My N	ame
Street	Address
Jobbe	r's Name
City	Zone State

into locked wood storage cabinet base or can be used for wall or window display. Both #5600 and #56-24 are available without extra charge through Camillus wholesalers. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

Circle No. Q18 on coupon, pg. 58

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering, clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Circle No. Q19 on coupon, pg. 58

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100-foot rolls of these wick brands

clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. Q20 on coupon, pg. 58

Montague-Ocean City Manufacturing Co.. "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. Q21 on coupon, pg. 58

Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Circle No. Q22 on coupon, pg. 58

Moore Push-Pin Co., 113-25 Berkley St., Philadelphia 44, Pa., offers an attractive counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10¾" high, with a 9" diameter base. For more information—

Circle No. Q23 on coupon, pg. 58

Linen Thread Co., Inc., 418 Grand St., Paterson 1, N. J., offers dealers sample cards which will serve as sales aids for the company's seine twine. Attractively designed, the sample cards may be hung within customer view to dramatize the product. For more information—

Circle No. Q24 on coupon, pg. 58

Power Products Corp., Grafton, Wis., will supply dealers of its power mower engine with cartoons and other sales aids on request. For more information—

Circle No. Q25 on coupon, pg. 58

Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eyecatching setting for the company's "Brite Plated" bolts, nuts, and screws. For more information—

Circle No. Q26 on coupon, pg. 58

Lebanon Chemical Corp., Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers, weed killers, insecticides and fungi-



cides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red or white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement on any product plus newspaper mats and window streamers are also offered. A Dealer Aid Folder 17" x 22", folding to approximately 81/2" x 51/2". two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expenses upon presentation of invoice and proof of insertion and use. For more information-

Circle No. Q27 on coupon, pg. 58

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a new chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Circle No. Q28 on coupon, pg. 58

Gale Products, Dept. 517A, Galesburg, Ill., makes available to Buccaneer dealers a full merchandising kit, including dealer display and consumer brochures, on its eight new 1957-model outboard motors. For more information—

Circle No. Q29 on coupon, pg. 58

lers

Peterson Mfg. Co., Dept. SH-3, DeWitt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with retail price, \$19.50. For more information—

Circle No. Q30 on coupon, pg. 58

Swan Rubber Co.. Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes, and pocket protectors. The company, in addition, has designed the Swan "Merchandiser" metal display stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. For more information—

Circle No. Q31 on coupon, pg. 58

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be conveniently hung from the rack for customer convenience. For more information—

Circle No. Q32 on coupon, pg. 58



Daisy Manufacturing Co., Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid illustrating 98, 25, 94, 1094 air rifles; and a newspaper advertising mat illustrating all models. For more information—

Circle No. Q33 on coupon, pg. 58

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items—folders, leaflets and a new edition of Farmers and Ranchers Handbook—to tie-in with its 1957 advertising campaign in farm magazines. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

0

Circle No. Q34 on coupon, pg. 58

Heineke & Co., Springfield, Ill., offers to Excello power mower dealers a special demonstrator model plan for obtaining at great saving, a Model 178-R with every six mowers purchased. Included with the demonstrator, at no extra cost, is a point-of-sale merchandising kit, including folders, window streamers and banners, wall

posters, feature string tags, radio and TV spot announcements, and newspaper ad mats. For more information—

Circle No. Q35 on coupon, pg. 58

Geyer Manufacturing Co., Rock Falls, Ill., offers dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

Circle No. Q36 on coupon, pg. 58

Stanley Hardware, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including packaging, layout guides, and attractive displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, firmly mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information-

Circle No. Q37 on coupon, pg. 58

Scott-Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and

Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1957. This material includes formats and ad builders; giant window streamers which feature the new deluxe 40 HP Royal Scott motor; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; satin banners; dealer stationery; picture murals; miniature Scott-Atwater plastic motors: Scott-Atwater mobiles; giant corrugated banners: a new full color billboard: a one minute radio recording and a one minute TV film spot announcement. A giant color announcement display, a 51/2' illuminated display with animated letters featuring a three dimensional 40 HP motor, is one of the many signs and displays available. For more information-

Circle No. Q38 on coupon, pg. 58

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 06, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz. — list price is \$16.00. For more information—

Circle Q39 on coupon, pg. 58





rubber poppets for use with air or cold water. Operation is noiseless.

Very sensitive in operation. Work in any position. Made in seven sizes. We will design special Check Valves.

Write today for Bulletin 204 or telephone James Tannehill, Harrison 3313 today.

STRATAFLO PRODUCTS, INC.

Fort Wayne, Indiana

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.) Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—

ial

in

w e-

or;

11-

i-

n-

1-

ie

Circle No. Q40 on coupon, pg. 58

Moe Light Division of Thomas Industries, Inc., Louisville, Ky., has available for dealers a number of ceiling, wall and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information-

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U. S. C. G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV sports, and packaging. For more information—

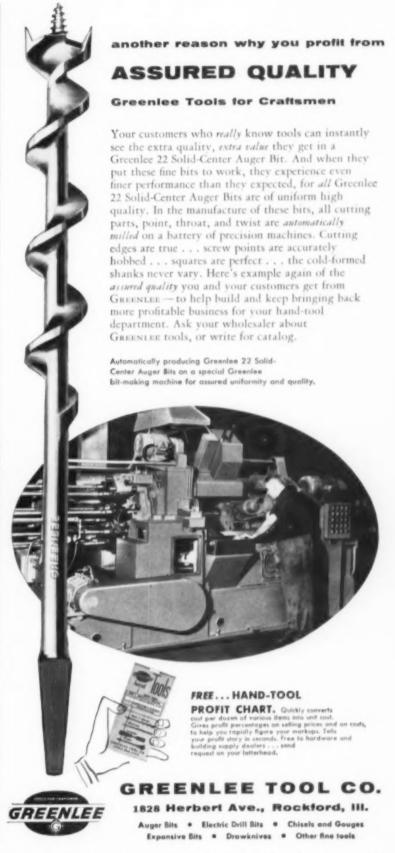
Circle No. Q41 on coupon, pg. 58

Circle No. Q42 on coupon, pg. 58

Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif., furnishes a wire display rack, 10½" x 14", with an initial, balanced assortment of Rain Jet Sprinklers. Each sprinkler and head is packaged individually in color-coded cartons; \$63.90 list price, 33½ percent off to dealer. An initial order includes a set of price lists and specification sheets; a supply of envelope stuffers is included with each shipment. For more information—

Circle No. Q43 on coupon, pg. 58

American Biltrite Rubber Co., 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Biltrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially easled to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the



store. For more information-Circle No. Q44 on coupon, pg. 58

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchaindiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information-

Circle No. Q46 on coupon, pg. 58

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's De-Liars. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information-

Circle No. Q47 on coupon, pg. 58

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions

as next to the cash register, on the counter, in the window, or near tiein merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information-

Circle No. Q48 on coupon, pg. 58

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway truck sign; a Day-Glo banner: and a color selector chart. Also included are a number of colorful counter displays. For more information-

Circle No. Q49 on coupon, pg. 58

For Information on CATALOGS & BULLETINS See page 39

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information-

Circle No. Q50 on coupon, pg. 58

Propulsion Enigne Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master power mowers. Display material includes a jumbo size product identification tag to hang on the mower handle. A window display banner, 2 color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary mowers, are available in one-, two-, and three-column sizes. For more information-

Circle No. Q51 on coupon, pg. 58

Zebco Co., 1131 East Easton St., Tulsa 1, Okla., offers to dealers a folder containing Goodstix window

Big, Powerful, and PROFITABLE the Rapidayton TWIN* CHAMPION

The Rapidayton Twin is the BIG PROFIT water system. Consider the multiple selling advantages: Two stages. Completely packagedwith horizontal or vertical tanks ranging up to 52 gals. Convertible-for depths to 150 ft. Deluxe quality-built. As for performance, it loafs along while pumping full capacity at 40 lbs. pressure. Add the fact that the Twin retails in the same range with most singlestage deluxe pumps-and carries a generous trade discount. Built-in profit sell-

ing features include self-priming Quad-Volute design and exclusive Quick-Connect flange (pat. pending). Get the story on Rapidayton's complete line and boost your profits.



The Tait Manufacturing Co., Dept. 384, Dayton 1, Ohio Established 1908 as Dayton Pump & Mfg. Co.



E. L. Hornibrook Co. Box 176, Avondale Estates, Ga. Lawrence J. Baldwin & Son, 306 Carondelet Bldg. New Orleans 12, La.

G. F. WRIGHT STEEL & WIRE CO.

Worcester . Massachusetts



SANI-CAN

S

the Multi-Purpose WASTE RECEIVER

Every model in the complete line of SANITARY WASTE RECEIVERS is designed for a purpose. Careful planning, based on proven sales records, provides you with only the fast-moving, top-selling models. There is no profit loss from "dogs" or year-end "dumping" . . . SANI-CANS are in

demand throughout the year, season after season, with steady, year-round profits for you.

Every home, store, shop and office needs one or more modern SANI-CANS for convenient disposal of waste or litter. A SANI-CAN for every purpose brings bigger profit opportunities for you.



SANI-CANS offer a choice of standard open and potented step-on models, in popular sizes and attractive decorator colors, white, chrome and copper plate finishes, that command attention and compel buying action. See the SANI-CAN man in your locality or write the factory for prices, discounts and delivery schedules TODAY.

SANITARY RECEIVER CO., INC.
Dunkirk, N. Y.

The Original Step-On Receiver

Sarlo Power Mower

For a QUICK job on a smooth lawn or tough weeds you can't beat a SARLO Power Mower. They are precision built for safety and are so easy to push that even children can handle one.



Manufactured by

FORT MYERS IRON WORKS

2315 Anderson Ave.

EDison 5-8341

FORT MYERS, FLORIDA

2,000,000 CUSTOMERS ARE SOLD ON

Warm Morning

CASH IN ON THIS PREFERENCE!

MODEL "618" New, All Porcelain Radiant Heater At a Bargain Price



MODIL "400" Largest Selling Deluxe Circulator

WARM MORNING has



Sell the COAL HEATER that has Customer Approved Features

Each one of the 10 models in the WARM MORNING line has sales features that your customers want in a coal heater. There's a heater for every need—large and small—a heater for every budget—large or small. Write today for full information on how you can profit from this time-tested line.

Warm Morning

A QUALITY LINE OF GAS & COAL HEATERS & GAS INCINERATORS

LOCKE STOVE COMPANY . 114-5 West 11th Street, Kansas City S, Missouri

display, a counter display card, window streamers, and envelope stuffers announcing Zebco's new Feathertouch Control now available on Models 33 and 44. For more information—Circle No. Q52 on coupon, pg. 58

The Edwin H. Fitler Co., Philadelphia 24, Pa., offers several sales aids for dealers' use in merchandising Fitler products. (1) Octagonal Display and Dispenser Boxes 3/16" dia. up to and including 34" dia. sizes, Manila and Sisal Rope. (2) Wire Rope Display Racks requiring 20" x 30" floor space to display and dispense four sizes of rope - only a small charge made for this display rack when ordered with 300 lbs. or more of rope. (3) Counter Display Boxes containing 100 ft. connected coils Fitler Manila and Fitler Sisal Rope in 14", 5/16", 38", and 12" dia, sizes, (4) Rope Merchandiser that handles seven sizes of rope - displays, measures and cuts rope to desired lengths. Small charge made for this merchandiser, shipped freight prepaid. (5) Display Box containing 50 ft. connected coils of either $\frac{1}{4}$ ", 5/16", $\frac{3}{4}$ " dia. sizes and 25 ft. connected coils $\frac{1}{2}$ " dia. size Fitler "Stabilized" Filament Nylon Yacht Rope. (6) Display Boxes containing Fitler high tenacity yellow polyethylene or Fitler Manila Water Ski Tow Ropes - six boxes to a master shipping carton. To all dealers handling Fitler Brand Manila Rope,

Fitler will furnish, on request a blue and yellow metal sign for counter or wall use. For more information—

Circle No. Q53 on coupon, pg. 58

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is 34" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 41/2" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain nine of the Heavy Duty Slip Joint pliers - four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a

blue and white on silver foil carton.

For more information—

Circle No. Q54 on coupon, pg. 58

Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers to dealers a consultant service, a library of 16mm sound-color films, and the services of fishing experts to set up in-store demonstrations and to present lectures. Merchandising aids include the Mitchell Counter Card, diecut to hold Mitchell reel and one spool of Platyl; the Abu Reflex Lure transparent window streamer; the Spin Casting Streamer, an in-store streamer illustrating six steps to successful spin casting; and the Mitchell Reel Streamer, available in large or small size, and featuring the Mitchell reel. For more information-

Circle No. Q55 on coupon, pg. 58

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. Q56 on coupon, pg. 58

Crescent Tool Co., Jamestown, N. Y., has available displays for all the





Don't Gamble!

NEW .

n.

1p nele C e e

Smart Cinderella Bowl Set

- · Look at the outstanding advantages of this beautiful Cinderella Bowl Set . . . newest in the Pyrex ware line. They all add up to one of the fastest-moving profit-makers you've ever had!
 - Each bowl has handle for safe carrying—spout for easy pouring.
 - · Beautiful, new shape-choice of smart colors and patterns.
 - · All four bowls nest to save shelf space, no matter how the handles are turned.
 - They're ideal for mixing, baking, serving and storing.
 - They enhance any table setting -make beautiful flower bowls.
 - Whatever the food, PYREX ware lends no taste—borrows no flavor.



• You can offer these bowls in a choice of smart turquoise and white with butterprint pattern, pink and white with gooseberry pattern, or yellow and black with gooseberry pattern. Colors and patterns alternate in each set. Sizes are 4 qts., 21/2 qts., 11/2 qts., 11/2 pts. Order from your PYREX ware distributor now!

CORNING GLASS WORKS, CONSUMER PRODUCTS DIVISION, CORNING, N. Y.



YES SIR, I sell Bow saws, all sizes ... Gensco Bushman Bow Saws.

This dealer, like so many others, really profits with the long line of Gensco Bushman Saws. It's no wonder! He has the most complete line of fast cutting, easy to handle bow saws (11 different sizes); he can feature replacement blades that bring customers back again and again, and he sells quality-second to none.

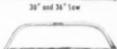
Sell, feature and profit with Gensco Bushman Bow Saws now

REPLACEMENT BLADES



BUSHMAN BUCHMAN PATENTED PHIPWOOD BLADES RIADES

MORDIC RAKER BLADES 21" All-purpose Saw 24" Comper's Saw



42" and 48" Adjustable Saw



Extended Handles in 30-36-42 and 48"

OTHER GENSCO PRODUCTS



Lindstrom Pilers and Cutters

SEE YOUR JOBBER WRITE FOR LITERATURE

GENSCO TOOLS

GENERAL STEEL WAREHOUSE CO. INC. 1806 N. Kostner Ave. Chicago 39. II





better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special lineman's tools, etc. The displays, 22 in all, can be mounted in units of one, two-four, six, and 12 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Crescent also has display cards available at no cost. For more information—

Circle No. Q57 on coupon, pg. 58

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. Q58 on coupon, pg. 58

The Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for Redi-Pak nylon packages, loose hooks, flies, fly lines and other tackle items. The No. RR12 revolving rack displays one gross of Redi-Pak nylon coils. Nos. RR144 and RR146 are also revolving racks; each holds one gross of plastic boxes with hinged covers and is designed to display loose hooks or eyed flies. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantity of hooks or flies. In addition, there is the new No. RR11 "in-between" size in multiple-tier revolving racks designed to hold Weber display panels. This unit consists of two individual racks which revolve independently; it holds six narrow and five wide display panels. A number of new display boards, boxes, and other packages are also available for 1957. For more information-

Circle No. Q59 on coupon, pg. 58

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocketsize Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five V-crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48inch wide corrugated sheet. For more information-

Circle No. Q60 on coupon, pg. 58

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—

Circle No. Q61 on coupon, pg. 58

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. Q62 on coupon, pg. 58

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information-

Circle No. Q63 on coupon, pg. 58

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on 18", 19", and 20" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more informa-

Circle No. Q64 on coupon, pg. 58

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-your-



NEW Jon-e Warmer not only keeps people warm, but lights their cigarettes, too! And its new built-in self-starting wick makes it super-easy to start. Haven't seen it? Better call your Jobber and increase your Jobber and increase your Jobber and increase your Jobber and increase your State Now! For more details write Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn.



self trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. Q65 on coupon, pg. 58

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments, No. D-13 contains free metal wall display and 13 bit as-sortment of Irwin 62T Bits, one of each size 4/16" through 16/16". No. 8830 contains free metal counter or wall display and assortment of 30 Irwin Speedbor "88" Wood Bits for electric drills. No. 430 contains free metal wall display and assortment of 30 amber plastic handle screwdrivers in most popular sizes. All displays are colorful and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information-

Circle No. Q66 on coupon, pg. 58

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information-

Circle No. Q67 on coupon, pg. 58

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information

Circle No. Q68 on coupon, pg. 58



Linemen, electricians...men who know good tools... are satisfied only with the best. When it comes to pliers, they know the best is Klein's—famous for quality "since 1857."

For your top customers...those who appreciate the finest in tools... be sure your stock of Klein Pliers is adequate.



This convenient display roots on your counter us hongs on the well. It is strong and sturdy and carrier a selection of the most popular Klain Pliers. Purnished FREE whon ardooed with pliers and hendles to stock it. See

Foreign Distributor: International Standard Electric Corp., New York



\$150,000 Yearly from Plumbing Supplies

(Continued from page 38)

yourself fellows comes in with a grand idea about piping his house or laying a sprinkler pipe for his lawn, runs into trouble in the middle of the job and calls us to send him a plumber to get him out of trouble. If not, then he finds the job more difficult than he expected, and the next time he needs a little piping or plumbing work around the house, he remembers his first experience at doing it him-

self and calls us."

Not only does the department help those who want to lay their own pipes but Moehn takes a lot of time working with customers who want to install their own plumbing systems.

A man comes into the store and hands Moehn a rough sketch of his house, with markers to indicate where the bathroom is. He wants to know what size clay pipe and how much he needs to do the job.

"Sometimes I go back to the plumbing shop and find clay pipe strung all over the place," Loomis laughs, "and Moehn is huddled over it with a customer. He marks the joints to show the amateur plumber how each joint fits to the next one, and then he sells him the pipe for the job—and anything else he needs."

Moehn warns that there, of course, must be a limit to this sort of thing. "Now and then after I show a customer how to lay his clay pipe, he asks if I would mind running out the next day and see that he's doing the job right. Of course, we can't do that. After all, we can't afford to compete directly with our contract business."

The company's plumbing department is in the rear of the store, with a special entrance for loading out service trucks and for the use of builders and home-owners who buy major plumbing equipment. Moehn keeps modest displays of heaters and replacement items in his combination office and showroom, adjoining the plumbing equipment warehouse.

Sinks and kitchen equipment have a special section in the basement near the front of the store, adjacent to the TV and appliance displays. This arrangement is handy for regular store salesmen when they have a customer interested in kitchen equipment, and it also is not far from Moehn's office, in case he has a customer who wants to see sinks and major kitchen items.

Moehn finds that there is no advertising quite as valuable as a happy customer, and for that reason he makes a point of following up personally every major installation of his department.

When a service man installs a new heater, for example, he not only adjusts it, lights it and shows the owner how it operates but in a week to two weeks Moehn calls on the customer, checks the heater and asks the customer if it is functioning to his entire satisfaction.

Seldom does he find an installation that needs attention, but the effect of the follow-up visit is important in impressing the customer with the company's wish to please. It so impresses him, in fact, that he calls Cartwright's plumbing department the next time he needs any kind of plumbing service or new bathroom fixtures.

"We do several things to build business," Moehn stresses, "but there is no source of business quite as consistent as that which we obtain through reliable service—and follow up to see that the customer is happy with his job."

HIGH QUALITY - COMPETITIVELY PRICED



Here's high-performance plastic pipe — fully guaranteed — and priced to help you meet and beat competition, at a profit.

Plastex TROJAN Pipe has been proved in hundreds of installations — is stocked and sold by some of the South's largest and most aggressive wholesalers and retailers. You can unhesitatingly recommend it. It's available in standard pipe sizes, lengths up to 600 feet, with a complete line of tough, durable, high-speed fittings.

Plastic pipe costs less to install and use . . . TROJAN Plastic Pipe also costs less to buy. It can be a two-edged sword in your battle for business. Write us for complete information and prices.

THE PLASTEX CO.

3232 CLEVELAND AVE., COLUMBUS 24, OHIO

Makers of Measure-Marked Plastex Pipe
Plastex • Pressur-Tex • Twin-Tex • Yello-Tex

NEW PRODUCTS



For more information on these new products use the return free post card on page 58

Breakfast Stools

The O. Ames Co., Parkersburg, W. Va., announces the addition of two 30-inch high breakfast stool models to the Ames Maid line. They augment the existing units with seats 24 inches high.



The new models, the 2K-3 with back and 2L-3 without back, shown, are upholstered in Bolta-Flex western brand pattern featuring authentic western ranch brands. Trim is in bronze and step ring and legs are in nickel chrome. Legs feature the Ames taper designed for beauty and added strength. Units are available in Ranch White and Rodeo Tan. For more information—

Circle No. 576 on coupon, pg. 58

Keyhole Saw

An all-purpose keyhole saw which is designed to cut in every direction is introduced by Great Neck Saw Manufacturers, Inc., Mineola, N. Y. Made of tungsten steel, the blade is suitable for cutting wood, metals,



plastics, etc., and the flexible back and hardened teeth are said to allow the blade to bend without breaking. Teeth are set 24 points to the inch and the blade will fit all handles.

All purpose keyhole saws are available one on a card, by the dozen, or in a colorful counter display. For more information—

Circle No. 577 on coupon, pg. 58

Convertible Heater

In addition to its six standard heaters, Titan Sales Corp., 130 Seneca Bldg., Buffalo 10, N. Y., is offering the new Titan HI-V Convertible which can serve as either a heater or a fan. Heart of the new Convertible is said to be a rotor type blower that impels air into the room at high velocity.

The suggested retail price for the Convertible is \$49.95. It offers push-



button selection of heat and cool air as well as on-off control. In addition, the Convertible features automatic Therm-O-Dial Control, Ever Cool Case, modern styling, and rugged construction.

Heaters in the Titan line include the Console, Timer Heater, Therm-O-Dial "22," Deluxe Dual-Heater, Famous Standard, and King Size Heater, For more information—

Circle No. 578 on coupon, pg. 58

Furniture Polish

An odorless silicone polish which may be applied to light or dark furniture is made available by the Butcher Polish Co., Malden, Mass.



Introduced as "Beau," the polish comes in a six-ounce bottle which sells for \$1.00 and a 12-ounce bottle priced at \$1.75. It is said to have a high silicone and wax content, to leave a bright luster, and to have a quickly vanishing mild fragrance, and a high degree of water-repellency. For more information—

Circle No. 579 on coupon, pg. 58

Gift-Boxed Tools

Rocket Tools for Christmas, colorfully gift boxed, are offered by True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio. The tools offered are:

The Rocket Nail Hammer, which is built with a chrome-plated boron alloy tubular steel handle with shock absorbing grip and a full polished octagon pattern head, is available in 13 oz. and 16 oz. head weights.

The Rocket Belt Axe with Sheath, shown, is built with the same handle and grip, has a full polished head with thin blade and powerful driving face, and also a keen edge and beveled nail slot. It is designed for the sportsman.



The Jet Rocket Belt Axe with Sheath has the same Rocket features except the head has a rust-resisting jet black finish.

Each tool is available in an individual gift box of a design not limited to Christmas, but good for any gift occasion.

Nos. A13X and A16X Rocket Nail Hammers; ABAX Rocket Belt Axe with Sheath; BBAX Jet Rocket Belt Axe with Sheath are available through True Temper wholesalers. For more information—

Circle No. 580 on coupon, pg. 58

Power Chain Saw

Pioneer Saws, a division of Outboard Marine Corp., Waukegan, Ill., recently announced a new model power chain saw, the "Pioneer RA," which features a "snap-off" shroud that can be removed in five seconds to expose the entire engine for quick maintenance and repair.



Lighter than any previous Pioneer saw, the new model includes several innovations designed for sturdier, easier operation. It has increased "lugging" power. A diaphragm carburetor with positive water trap automatically filters out excess moisture from condensation, assuring smooth operation even in cold weather. The Pioneer chain is designed specifically for direct drive; weaving and link breakage are minimized with the stabilized chain drive.

Finger-tip controls operate throttle and oil. The ignition system is completely enclosed and weather proof. The spark-arresting exhaust muffler is baffled to deflect exhaust away from the operator and the work. Additionally, the air cleaner is located high on the motor and shielded from sawdust and snow.

In the yellow and silver Pioneer colors, the RA chain saw retails at approximately \$260 f.o.b. Waukegan. For more information—

Circle No. 581 on coupon, pg. 58

Power Drill

The 2-Speed 36" Power Drill, introduced by Wen Products, Inc., 5808 Northwest Highway, Chicago 31, Ill.,



is designed to give the right speed for different jobs. Hi-Speed, 3000 rpm, is recommended for drilling through steel to 5/32"; wood to ¾"; and aluminum, brass, and copper to ¼". It is said to be best also for rotary sanding, sawing, grinding, buffing. The Lo Speed, 1000 rpm, is said to be best for heavier materials and masonry or concrete to ½"; also, for polishing, waxing, screw driving, paint mixing, etc.

The drill has a 115 V Universal AC/DC 2 amp motor; 34" geared chuck, ball thrust, and oversize oilite bearings. It is 1214" x 434" x 212"; has a silver gray finish; weighs 41½ lbs., 5½ lbs. in carton; and price is \$29.95 list. Factory pack is three per master carton, shipping weight 16 lbs. For more information—

Circle No. 582 on coupon, pg. 58

Floating Bait Bucket

A floating bait bucket called Wade-R-Floater is announced by Old Pal, Inc., subsidiary of Animal Trap Co. of America, Lititz, Pa. The Wade-R-Floater bucket features a polystyrene plastic ring securely fastened to the inside top of the bucket to assure positive floating action.



The bucket is equipped with an adjustable, 66-inch shoulder strap to allow as wide a range of uses as possible. The Wade-R-Floater is a one-piece, galvanized floating bait bucket of four-quart capacity. It has a perforated, positive locking lid. For more information—

Circle No. 583 on coupon, pg. 58



1958 Power Mowers

The 1958 Choremaster power mower line manufactured by Weber Engineered Products, Inc., Cincinnati, Ohio, features the Safe-T-Guard, a safety device of welded metal lattice almost entirely covering the rotary blade. The line consists of seven different models, in three cutting widths, two types of housings. and four engine sizes.



The Safe-T-Guard is positioned to the rear of the mower. Spacing of the steel rods is said to make it impossible for a person's foot to slip under the housing and meet the blade. The device is included in five 1958 Choremaster mowers. Welded to steel brackets, it is mounted to the housing by four bolts and is removable for

replacing the blade.

In detail, in the line there are two 21-inch styles, free wheeling and power propelled with aluminum housings. Two 20-inch models, power propelled and free wheeling, have steel housings. An 18-inch model, free wheeling, with steel housing, also has the Safe-T-Guard as do the other four top models. Budget mowers include two 18-inch units with steel housings.

Engines range from 134 to 3.0 horsepower. For more information-Circle No. 584 on coupon, pg. 58

Meat and Fish Knife Set

Goodell Co., Antrim, N. H., announces the addition of a compact double-duty Camp and Kitchen Set to its cutlery line. The knives are de-

signed for cleaning and dressing meat, fish, and game, both outdoors and in the home.

The set contains three high-carbon steel knives: Heavy Duty 6-inch Knife; Flexible Fillet Knife with Scaler; and a 3-inch Dressing Knife. Each knife has a leather sheath, and the set is boxed and gift packaged. For more information-

Circle No. 585 on coupon, pg. 58

Handylevel

An aluminum "Exact Handylevel" line is now being marketed by the Exact Level & Tool Manufacturing Co., Inc., High Bridge, N. J. The levels are designed for the do-ityourself trade in three sizes: 12", 18", and 24"



Made in lightweight rustproof aluminum, the frame is colored in red and gold. The level has two solid set Pyrex vials embedded in shockproof plastic cases. Each Handylevel comes individually cartoned for

30 YEARS OF CUSTOMER SATISFACTION DEALER PROFIT

Exclusive water-proofing and uniform thickness prevents leakage and waste. Your customers will come back for more. Special attention given odd size cup orders.

Advertised throughout the South and Southwest.

Also, it will pay you to handle KAYO, TIP-TOP and ADAMS

Steel hand tools, cold chisels, punches, etc.

F. ADAMS, Inc.

420 South Lake St. Fort Worth, Texas



W. R. C. Smith Publishing Department SH-8	Co. New
806 Peachtree St., N.E. Atlanta B. Georgia	Renewal
Please enter my subscription years.	to SOUTHERN HARDWARE for 3
P. O. Box or	
P. O. Box or Street and No.	State
Name P. O. Box or Street and No. City Firm	State Position



counter display. Suggested list price for the PL12-12" level is \$2.49; for the PL18-18" level, \$2.69; and for the Pl.24-24" level, \$2.98. For more information-

Circle No. 586 on coupon, pg. 58

Beck & Gregg Show

(Continued from page 33)

In all, the exhibit will contain 56 booths for the display of products of the 80 manufacturing companies participating.

To assist dealers each factory will be represented by a number of merchandising experts.

Each manufacturer will award a dealer prize, with the leading prize being a 1957 deluxe model Ford pick-up truck. Drawings for these prizes will be made on Wednesday afternoon, September 4. A dealer does not have to be present at that time to win.



Moore-Handley Merchandise Mart Scheduled for August 5-10

IN CELEBRATION of its 75th anniversary, Moore-Handley Hardware Co., will hold a Diamond Anniversary Merchandise August 5 through 10 in Birmingham.

Sales promotion will receive special emphasis at the Mart. To help dealers with their sales planning particular emphasis will be placed on the latest and most modern methods for showing merchandise.

Merchandising

Other techniques of merchandising-budget selling, sales training and advertising-will be featured at the Mart.

A wide range of merchandise will be displayed for dealer inspection specially priced to permit dealers to pass on savings to their customers.

All territory salesmen will be available at the Mart to accompany and help customers as they view the displays.

P. & F. Corbin Announces Representative Changes

THOMAS McGuiness has been transferred to the Virginia, West Virginia, District of Columbia, and Maryland territory, the P. & F. Corbin Division of The American Hardware Corp. announces. He will replace Milton Stoughton who will retire on January 1, 1958 after 46 years of service with the company.

McGuiness has been with P. & F. Corbin for 20 years and previously covered the North and South Carolina territory.

Also transferred into the area is Ezra Craig who will cover Delaware, eastern Maryland, southern

New Jersey, and part of Pennsylvania. Craig joined the company in 1956.

LASSIFIE

SALESMAN WANTED

To represent established manufacturers representatives in Tennessee, Alabama, Mississippi, and western Florida (west of Tallahassee). Applicant most have hardware sales background, preferably with experience selling to wholesalers, and must live within territory described. Salary, expenses, plus incentive. List experience, age, marital status, and enclose snapshot if available. (Not returnable) Write Box 703, SOUTHERN HARD-WARE, 806 Peachtree St., N. E. Atlanta

REPRESENTATIVES WANTED

Distribute new type lawn weeder. Big sales and profit potential. Extracts weeds, root and all, fast and easy. No bending, no stooping. All steel, fool-proof. Write for sample. All-Out Weeder Co., P. O. Box 1176, Lancaster, Penna

LADDER LEG

Manufacturers Representative wanted to sell new, patented, unique self-adjusting Ladder Equalizer to Hardware, Paint, and trade. Protected territories Seeger-Williams, Inc., 4 Norman Street, Bridgeport 5, Connecticut.

INTRODUCTORY OFFER FREE! Free Latest Complete Catalog. Free Get Acquainted Special. Low Prices on Full Line Plumbing, Heating, Hardware, Spe-

SEABOARD PLUMBING SPECIALTY

CORP.
1007 Atlantic Avenue, Dept. Sil.
Brooklyn, N. Y.
SALESMEN WANTED IN ALL
TERRITORIES



Southern Farm Equipment

AUGUST 1957

Farm Trials Spark
Maximum Sales
Pg. 88

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Affante, Ge.



Another CASE .
Engineering Achievement!

the Great New 4.25 Picker

New from Points to Elevator



First 2-Row Mounted Picker to Get Pull-Type Picker Results...

All New Features

tell you why

- NEW Exclusive Case forward gathering points get all the corn, standing, down or elbowed.
- NEW Rugged spiral type picking rolls that are adjustable from the tractor seat.
- NEW Short turning ability in either operating or raised position. Wagon elevator raises with points to clear wagon box.
- NEW Hydraulic jacks assure either mounting or dismounting in less than an hour.
- NEW Four roll husking beds with shelled corn saving device below.
- NEW Large capacity side elevators boost efficiency.
- NEW Fast servicing with sealed bearings and fewer lubrication points.
- NEW Constant running cleaning fan.



J. I. CASE

J. I. CASE CO. RACINE, WIS.

1st in Quality for Over 100 Years

The new 425 Picker (shown above) is one of several Case corn harvesting machines readily available, including the one-row picker, the corn harvester, two-row picker sheller, and the corn head for the Case 150 combine. If you are not a Case dealer, why not write to-day for complete information?

MOUTHERN FARM EQUIPMENT is published monthly at 116 E. Crawford St., Dalton, Ga., by W. B. C. Smith Publishing Company, Dalton, Ga., and Atlanta, Ga. Executive and Editorial Offices. 500 Feathbree St., N. E. Allanta 5, Ga. Accepted as controlled circulation publication at Dalton, Ga.

Volume 12

Number 8

Pastmaster, Sond notices by Form 3570 to 806 Peachtree St., N. E., Atlanta 8, Ga.



FACTS AND TRENDS

Farm Income

Farmers received about 10.4 billion dollars from marketings in the first 5 months of 1957, up 2% from the corresponding period in 1956. Prices averaged 3% higher than last year, but the volume of marketings were down slightly. Livestock and products accounted for 6.7 billion dollars, 5% above a year ago, while crop receipts totaled 3.7 billion, 3% below 1956.

► Crop Prospects

In mid-summer prospects appeared favorable for a large total production. The USDA reported that favorable factors generally included adequate moisture supplies, good development of most fall seeded crops, fair to good starts for some spring crops and excellent forage growth.

Prices Paid

Prices paid by farmers for goods and services used in production and family living have been at record levels this year, 4% above the January-May period in 1956. But with prices received by farmers up almost as much the parity ratio averages only slightly below the same months of 1956.

► Exports

Agricultural exports through April of the current fiscal year are estimated at 4 billion dollars, an increase of 43% over a year ago. Exports of cotton account for more than half the value of foreign shipments and are expected to reach 7 1/2 million bales by the end of the marketing season.

► Factory Shipments

Manufacturers' shipments of farm wheel-type tractors in April amounted to 24,722, valued at \$45 million. April shipments of farm machinery and equipment and tractors were 3% below March, but 9% above April 1956.

Commodity Highlights

Total wheat crop, forecast at 971 million bushels, is 14% below average, but only 3% less than the 1956 crop . . . current low-level prices of soybeans probably will continue for the rest of the marketing year . . . for the U. S. as a whole prospective yield for alfalfa, clover, and wild hay will be near average . . . season's orange production is expected to total 138 million boxes, 17% above average . . . a peak crop estimated at 71,398,000 bushels will be 11% above average and the largest in 10 years . . . cotton prices received by farmers through May 1 were the lowest in 7 years.

► Soil Bank

USDA officials estimate that Congress will place a \$500 million ceiling on payments to farmers for retiring crop land from production in 1958. Lower payments would result in fewer acres of wheat, corn and cotton being taken out of production.

NEWS HIGHLIGHTS

Plans for Farm Market Sales Drive Outlined to Pump Association

PLANS FOR a fall promotional drive to sell the farm market were presented to members of the National Association of Domestic and Farm Pump Manufacturers at the summer meeting June 22-25 at Lake Lawn Lodge, Delavan, Wisconsin.

"Farm Better Electrically; Install Running Water First"—this is the theme of the campaign, a "natural" for promotional purposes because of the tie-in that exists between the two mostneeded utilities on the farm.

Running water as well as power is required for the operation of mechanical equipment that cuts costs, increases profits from modern farming operations.

Program Needed

For sometime, the association has recognized the need for a fall farm market promotion, to balance the annual National Water Systems Month promotion in May, directed primarily to the non-farm residential and commercial market

The "Farm Better Electrically" promotion, with running water as the starting point, is the answer.

Carl Nickel, Peerless Pump Division, Food Machinery & Chemical Corporation, Indianapolis, who headed the planning committee, outlined the fall farm promotion.

An extensive editorial package has been developed to build dealer sales. This consists of stories on the related advantages of complete farm water systems, timed to break in September, October, and November issues of national, state, and regional farm publications; two 15-minute radio interview scripts; half a dozen one-minute

spot radio announcements, and a newspaper release with blank for dealer identification.

C. F. Craigie, Jr., Plumbing and Heating Industries Bureau, reviewed results of the nation wide public relations and educational campaign for the 1957 National Water Systems Month.

F. B. Hout, Barnes Manufacturing Company, Mansfield, Ohio, chairman of the general planning and markets committee, pointed out that 65,000 individual items of dealer and distributor promotion material were shipped by the association for use in the May promotion of water systems—"more than ever before."

"They're being put to good use," he added. "In surveying distributors, we found that a third of them participated in the May promotion. Of these, two-thirds used association - supplied promotional aids and attributed increases in business of anywhere from 10 to 15 percent to the nation wide promotion of water systems in May."

Hout gave credit to concurrence of the OHI-sponsored Better Your Living Month and industry-wide Plumbing - Heating - Cooling Month in strengthening the 1957 National Water Systems Month promotion in May. "We came out the best of the three," he commented.

Ford Appoints Two for Sales Promotion Posts

APPOINTMENT of J. F. Pedder as assistant general sales manager, Tractor and Implement Division, Ford Motor Co., Birmingham, Mich., is announced by E. H. Woods, general sales manager.

In his new position, Pedder, who has been assistant for special projects in the office of the general manager, will be responsible for the activities of the advertising and sales promotion departments of Ford's farm equipment division.

Concurrently, Pedder named L. E. Birger as manager, advertising department. The sales promotion department will continue to be managed by R. B. Williams.



Pedder

Birger

Pedder was graduated from the University of Toronto in 1924 and was with General Motors Corp. for 20 years, serving as advertising manager of Frigidaire Division and as corporation director of employee information. He became vice-president and account executive in charge of the Detroit office of the advertising agency of Meldrum and Fewsmith, Inc., and in 1948 was elected vice-president of advertising for Dearborn Motors.

He joined Ford Motor Co. in 1953, serving in advertising, sales promotion, and sales training positions for Tractor and Implement Division until 1955 when he was named Canadian sales manager.

Birger joined Ford Tracter Division in 1953 as manager, advertising display and production department, following six years as advertising production manager for Dearborn Motors Corp.



ALUMINUM

TARPAULINS



- ALUMINUM TREATED . . . REFLECTS 90% OF SUN AND HEAT RAYS FOR GREATER PROTECTION
- PROCESSED WITH ALUMINUM AND ELASTISEAL* FOR GREATER WATER AND ROT RESISTANCY
- ROPE BOUND IN HEM... TAKES STRAIN OFF CANYAS...
 GROMMETS WON'T PULL OUT
- . TRIPLE SEWED SEAMS . . . DOUBLE SEWED HEMS
- EASIER TO HANDLE . . . ALUMINUM TREATMENT KEEPS TARP FLEXIBLE EVEN IN COLD WEATHER
- RUST PROOF GROMMETS SPACED 3 FEET APART



Fed. Funding

FREE Display Rack

WITH THE E.T.A.*

The Eagle Tarp Assortment with the free display rack is a complete tarpaulin department . . . ready to display . . . ready for sales! When your customers see the new Aluminum Treated Eagle Tarpaulins they buy!



The Eagle Torp Assertment consists of

				Commercial Designation**		C	Cost Each		Price Each	
One	No.	. 1	Engle	Farm	Torp-	6. 1	1 5	5.10	5 7	60
					Turp-			1.50		08.
One	No.	3	Eagle	Form	Torp-	10×12	1	08.1	18	90
One	No.	4	Eagle	Form	Torp-	10x14	1.	1.65	21	95
One	No	2	Eagle	Truck	Torp	8×10	11	3.55	15	BO
ONE	ME	TA	L DISE	YAIF	BACK	(\$10.0	10 V	ALUI	E) F	REE

DU PAY YOU

\$5140

your regular full

for these torps margin of profit

Order your Eagle Tarp Assertment today . . unif
cames to you completely assembled, tarps already

item No. ETA-\$51.40 Dealer Cost. Ship. Wt. 65 lbs.

**Trade or cut size. All merchandize tagged in accordance with F.T.C. Rules 4/18/51 as to cut size, finished size, possibility of thrinkage, weight and type of material, and other required information.

IMMEDIATE DELIVERY FROM YOUR WHOLESALER

M. WENZEL TENT & DUCK CO. . ST. LOUIS 4. MISSOURI



Deere's 1957 Farmorama to Feature Complete Farming Operations

The 1,000-ACRE farm stage is being set at Monroe, Georgia, for the 1957 Farmorama, expected to be the biggest equipment demonstration ever to be held in the Southeast. The September 5 mammoth exhibition is expected to top by thousands the estimated 30,000 Farmorama visitors in 1956. The first cars of a trainload of farm equipment have already been unloaded and assembled for the spectacle.

With the cooperation of the Upper Ocmulgee Soil Conservation District, and the town of Monroe, John Deere Plow Co. of Chamblee is making preparation at Deere-Acres, the machinery company's 1,000-acre training farm.

C. M. Haasl, vice-president and general manager of the Atlanta branch, said, "Complete farming systems will be featured rather than the mere demonstrating of individual farm operations. For instance, the completely mechanized handling of an entire hay crop will be featured showing every related operation from mowing and conditioning to storing hay with machinery. Every item of 1958's hay handling equipment will be demonstrated including the new automatic hay ejector developed for balers.

Corn combining and drying, completely mechanized ensilage harvesting, grass harvesting, and serving livestock by means of a "Chuck Wagon" will all be featured. Equipment for tomorrow's practices will be shown in detail: liquid fertilizing, stubble planting, Gage-O-Matic seeding, and parallel terracing.

Industrial tractors and a complete assortment of loaders, backhoes, bulldozers, and special material handling equipment of unusual interest to businessmen will be demonstrated in their on-theiob work clothes.

Crop planting on the 1.000-acre training farm has been carefully scheduled so that demonstration fields will have crops in the proper state of development to accommodate all field work. For instance, soy beans planted August 1 will provide a crop suitable for September row-crop cultivation, Early corn and cotton will mature for September 5 harvesting. Oats, rye and crimson clover, seeded the last of July, will provide an early winter grazing demonstration plot for the Farmorama. And, regardless of its maturity, the preceding alfalfa crop will be cut so that the hay demonstration will be conducted in a mature crop, kept on schedule by irrigation.

Every need of the thousands of spectators has been anticipated. Tractor-trailer trains will carry hundreds at a time. Ample food service stations, plenty of water, rest and comfort facilities, first aid and fire protection have all been arranged for the convenience of Farmorama visitors. Nearby Winder Airport, with two 5,000-ft. runways, will handle all private planes arriving for the field demonstration. Free limousine service has been arranged for "Flying Farmers."

John Deere dealers throughout the entire Southeast, now organizing motor coach, bus, and auto caravans of farmer friends and community leaders, are expected to top the 69 busses parked together at one time at last year's 40-acre Farmorama parking lot.

Gibson, Devoe Join Chamblee, Ga., Firm

Two NEW executives, both longfamiliar to the farm equipment trade down South have joined Southern Iron & Equipment Co., Chamblee, Ga.

E. C. Gibson, once associated with the company, has returned as executive vice-president. For the past several years, Mr. Gibson had operated his own foundry in Toccoa, Ga.

Mr. Gibson recently announced the appointment of L. S. Devoe as sales manager for the company. A widely-known sales executive, Mr. Devoe, prior to his present appointment, had served as a business consultant for Cockshutt Farm Equipment, Ltd.

M-H-F Names Dworshak General Sales Manager

JOHN H. SHINER, vice-president, marketing, Massey-Harris-Ferguson, Inc., Racine, Wis., announces the appointment of Ward W. (Continued on page 95)



Ward W. Dworshak

POSITIVE deep well self-priming

GOULDS PRIME-FLOW Deep Well System

SEE THIS DYNAMIC

DEMONSTRATION

AT YOUR DISTRIBUTOR'S!

Goulds trouble-saving feature keeps profits in your pocket

Most shallow well jet pumps are "termed" self-priming. If self-priming is so important for shallow-well pumps, then how about deep well pumps? It's **more** important! A Goulds Prime-Flow self-priming deep well jet pump will not lose prime when the well end of the foot valve is exposed to air. Combination of Goulds patented double air separation chamber with Goulds patented self-priming centrifugal pump makes this possible. This self-priming:

- 1. Eliminates service calls to reprime
- 2. Prevents seal from running dry
- 3. Means air handling ability; no water-logged tanks

This means you make a permanent profit. Your earnings are not eaten away by costly service calls. Sell Goulds Prime-Flow deep well pumps . . . for permanent profits . . . satisfied customers!

GOULDS PUMPS INC., Dept. SH-857, Seneca Falls, N. V.









Sell the pumps that help sell you...

Best jet yet!

GOULDS

Water Systems

Ted Headdon, left, co-ewner of this company, watches as a prospect looks over a tractor factory-equipped to use LP-gas. About half the new tractors sold by this firm have factory-installed systems. However, conversion jobs are accounting for an important portion of shop volume



LP-Gas Conversions

BY SPECIALIZING in the conversion of tractors to the use of liquified petroleum gas an Alabama dealer has added substantially to shop volume and profits. He is Ted Headdon who heads the Farmers' Tractor Co. in Huntsville.

This dealer has been engaged in



Conversion jobs bring about \$450 each and in the first two months of the year the company converted 20 tractors to the use of LP-gas. Mechanics are sent to the factory school for instruction in handling this type of service work

beef up shop volume

this work for about three years. Half of the new tractors he now sells come from the factory already equipped for this fuel. He says that it is cheaper than all others in his area, has more power, and causes less engine wear and tear.

"Take this tractor, for example," Headdon said. "I convert many of this model to LP-gas. After the changeover they will deliver as much power as a larger model using tractor fuel, the chief fuel used in my territory. Yet, the lighter machine can be bought for \$500 less."

Headdon cites other dollar-saving advantages. He says that during the present cost-price squeeze a dollar looks "as big as a wagon wheel to the average farmer. In my area," he continued, "there is a difference of six cents a gallon between the purchase price of LP-gas and either tractor fuel or diesel fuel. The gallonage consumption of all of them is practically the same. This means a saving of about \$2 a day, or about \$200 a year on fuel cost alone. The difference on gasoline in this section is even greater.

However, one of the most important advantages of LP-gas is what the user saves on upkeep. The owner doesn't have to get the machine overhauled more than half as often as when other fuels are used."

In some areas, dealers say that with LPG the operator can run the same crankcase of oil indefinitely without change. However, Headdon says that while the oil undoubtedly will last longer, his suppliers advised him not to stress this advantage too strongly. Some farmers might overdo it and there would be a kickback.

Headdon finds that converting old tractors to LPG can be a profitable shop operation. He gets \$450 for each job and, with the advantages already cited, he can show the prospect that he can soon save enough to pay for the conversion. The fact that the user can get 30% more horsepower at the drawbar helps him make up his mind. A new machine in Headdon's line that is factory-equipped for LPG costs \$280 more than one using the traditional fuels.

Conversion is an operation that



Company's facilities face a four-lane highway giving unusual opportunity for displays

doesn't require any additional capital investment in shop equipment. The same tools that should be standard equipment for every well-equipped shop can be used on conversion jobs. The changeover to LPG requires a small fuel tank for the gas, a new manifold, carburetor and pistons. To these is added a fuel converter.

"I am aware of the fact that in an occasional area some farmers have been dissatisfied with their conversions and have had their machines changed back to gasoline," says Headdon. "For this reason the dealer who did the work got discouraged and quit converting. The whole trouble was that the dealer didn't do a good job. He either didn't put on enough new parts to give efficient service. or failed in some other respect. To prepare for this work myself I sent two of my mechanics to the factory school at Memphis so they could learn the technique so thoroughly there would be no kick-backs.

Large Scale Conversion

"I have one customer who cultivates 2500 acres with 21 tractors. When I took on this service three years ago he decided to give LPG a minor test to see if it would pay him to go all out in its use. He had me convert two of his tractors. He liked the new fuel so well that he had six more converted the next year. This year he brought the remaining machines around for the changeover and now he's using LP-gas entirely."

Headdon has encouraged some other big-acreage farmers to try the fuel and their experience has gone a long way toward selling the idea to tractor users all over the countryside. During the first two months of 1957 alone he converted 20 machines, and at that rate it looks like a big year for him.

So far Headdon hasn't tried to handle any conversions outside of his own line. That is largely because he has never solicited service of any kind on competing brands, though he doesn't turn any of them down if brought to him.

"My mechanics can give more efficient service if they can concentrate on one brand and learn that well," he explained. "Of course, they recondition my off-brand tradeins, but sometimes I send a few of them to the competing dealer who handles that brand and pay him to do the overhaul work."

Headdon says, however, that any franchised dealer, with good shop facilities, can easily arrange to make LPG conversions on all brands—especially in trade areas where competitors selling these other brands are not doing this work.

The special fuel tank, manifold and other conversion parts are obtained from a distributor. These parts are supplied in special kits, with each kit intended for a special model tractor of a given brand. Headdon can get overnight delivery on any one of these kits. He doesn't have to tie up much capital in stocking ahead on this equipment.

There are three kinds of liquefied petroleum gas: butane, propane and a mixture of these two. On his conversions Headdon recommends that the owner use a 50-50 mixture of propane-butane for summer use and a 60-40 mixture in winter for easier starting.

He says there are about 3600 tractors, including 1200 in his line, on farms of Madison County in which Huntsville is located. About 400 of them are operating on LPG, but he believes that at the rate it is taking hold, 90 percent will be getting their pep from this fuel within five years.

Main Competition

Headdon's main competition on conversion jobs are the local LPG distributors. The distributors are making machine changeovers on their own in order to create a bigger market for their fuel. But neither Headdon nor the companies are complaining, because they are sharing the job of educating farmers to the merits of LPG. In that way they are widening the demand for both the fuel and the conversions.

Headdon says one important advantage that LPG has over gasoline has no connection with conversion jobs. On many farms, especially the larger ones, farmers have been troubled by their tractor operators using gasoline for their own autos. It is difficult to prevent this where operators are inclined to help themselves. The use of LPG puts an end to this practice.

Then there is one more inducement that can be appealing to many farmers. Liquefied petroleum gas is not a new fuel, even though it is rather new in tractors. Farmers have been using it for many years for heating their (Continued on page 95)



Farm Trials Spark Maximum Sales

F or volume sales of tractors and other farm machines and implements, C. D. Searson, manager of the farm equipment section of H. M. Gleason & Co., Inc., Charlottesville, Virginia is sold on this procedure:

 Get the tractor or farm machine on the customer's farm without delay.

Put the customer in the driver's seat as quickly as possible and depart.

According to Searson this plan is directly responsible for the substantial volume of business this company is doing at a net profit that well exceeds the national average.

"We have from one to three tractors out on farms at all times. We put a tractor or farm machine in the customer's hands on his farm as quickly as possible, leaving it there a week if he wants it. We find this method the very best

Once equipment is delivered to the prospect's farm, the salesman tries to get prospect into the driver's seat without delay. Salesman then leaves immediately, allowing farmer to use equipment for several days. More often than not farmers sell themselves

possible way of selling tractors and farm implements. Neither individual demonstrations nor field days with competitors have brought us the results this method has," Searson explained, pointing out that 59 new tractors and 116 used tractors were sold in 1956, along with about 40 balers.

"Half your sales resistance is overcome if the customer has had First step in company's sales plan is to get farm equipment on a prospect's farm as soon as he shows interest. This helps combat customer sales resistance, makes sale easier

an opportunity to use a tractor or farm machine on his land for three days and likes it," Searson emphasizes.

This manager does not believe in a long-winded sales talk nor a prolonged demonstration with the salesman in the driver's seat. It is far more effective to have the salesman leave once the machine has been delivered, return after three days to answer any questions raised and make no attempt to sell at that time—if you want to expand sales volume. On a salesman's second return in four or five days, an attempt then should be made to sell the customer.

"Field demonstrations do not pay off because the customer's attention is divided among a number of makes, and he usually ends up buying a tractor from a salesman who impresses him most," Searson added, "On the other hand the customer who has tried and tested a machine on his own farm, and knows a machine meets his needs, has become convinced at first hand that this is the equipment for him. He often thinks in terms of owning it by the time the salesman returns, and despite price he is already half sold."

As a case in point Searson told of a customer who inquired about (Continued on page 102)



Profits from Parts



...here's a system that cuts costs

THERE ARE two ways to make profits from parts, according to the Crouch Equipment Co., Clarksville, Arkansas, and this aggressive organization cashes in on both. The first way is selling the part at a profit without delay, the second

is cutting the selling cost through efficient handling.

Owner A. T. Crouch has a wellstocked parts department, with 31,000 units to fill the needs of customers in the area. That represents an average parts department in an area where competition is on its toes. What lifts that parts department above average is good management and efficient recordkeeping, both aimed at selling every customer his parts needs when he must have the items fast, and making the sale at the lowest possible cost.

Parts Manager Haskell Jewell asserts that his record-keeping system saves time and trouble in several different ways. The inventory card records he keeps are standard in many dealerships, but his thorough use of them is the difference that counts. The cards show the parts number, name, the machine used on, the number of the bin in which the part is stored, the date ordered, the date each was sold, and the number currently on hand.

Red and yellow tabs or flags are used to show back ordering and reordering. With the flags plainly visible on the top of each card, Jewell can run through his entire card file rapidly each day and see,

(Continued on page 104)



Parts Manager Jewell Haskell, in top picture, serves a customer in the parts department. Much of the success of this department is credited to inventory system which keeps parts in stock when needed by customers. Custombuilt bolt bin, left, provides efficient storage for large selection

Dealers! WIN a FREE



Vacation in Mexico

Duplicate prizes to Sales Clerks, too!

This contest recognizes the importance of retail selling—by giving an equal prize to the manager of the mower department in the winning stores. Here, too, the wives are included on the free vacations!

Everybody WINS Something in This EASY, EASY Contest

Send for your Contest Kit, have your mower clerk(s) All in the simple questionnaire and return to Eclipse. This indicates that you want to become eligible to win in this contest. And it will show that your people are families with the features that sell consumers. In make it worth your while, Eclipse will send—no strings attached—a free worthwhile gift to everyone filling in the quiz. It's the first step to winning a free vecation or Poleroid Cameral

Mail Coupon Today

For your complete details on these EASY, EASY contests

Prizes Galore

Picture-a-minute Polaroid Cameras

In another contest there will be Polaroid camera prizes to winning mower sales clerks in ALL Eclipse sales districts—with duplicate prizes to their employers! This is the nationally famous camera that gives printed pictures in 60 seconds from the snap of the shutter!



SIMPLE RULES

- Have your mower sales clerk(s) fill in a simple "quiz sheet" and return to Eclipse.
- Mold an Eclipse Try-Out Party before July 1, 1958 that has been advertised to the public.
- Send a written report on it to Eclipse with photos and proof of promotion (tear sheets, station affidavits, etc.).
- Keep it strictly an Eclipse demonstration—no other products of any kind.

THE ECLIPSE LAWN MOWER CO. Prophetstown, Illinois

8724-A

Yes—I want a chance at that wonderful vacation in Mexico—and the PROFIT from more Eclipse sales! Send me full details by return mail.

We have clerks who sell Eclipse mowers.

Store....

Address

City......State......

My Name.....

The "Overall" Viewpoint

By Baron Creager

ONE SUCCESSFUL farm equipment dealer fell to discussing the sartorial habit of another successful dealer, who habitually wears overalls wherever he happens to be in the course of a business day.

He doesn't wear blue jeans. He wears overalls. With the bib in front, the high back, and crossed suspenders.

The dealer who was making the comment was doing so in a gentle and respectful way, for he is that kind of a gentleman. However, he was of the fixed opinion that the dealer wearing overalls was making a mistake.

"I think I know why he does it," he volunteered.

Reason Why

"He thinks it brings him down to the level of the farmer, his customer. I am also convinced that he believes this habit of wearing overalls leaves the impression that he doesn't have much. In other words, that he is not making so much money. He probably thinks this gives him some sort of an advantage when it comes to the narrow difference between a sale and no sale.

"My opinion is that his psychology is bad because it is somewhat out of date.

"Farmers, the people who are my customers and his customers, are an entirely different class of people than they used to be. Observation will establish, I believe, that not even many farmers wear overalls very much. They may wear overalls when they are actually at work on the farm, yet

it has been my observation that overalls are passe to a great extent even for work purposes on the farm.

"The average farmer wears work clothes, but the work clothes he wears today are not the work clothes of yesterday on the farm. That is because of farm equipment which, to a great extent, has made life much easier and much less dirty for the farmer.

"More significant than that, however, is the fact that the farmer is now an educated man. He is a business man, generally in every sense of the word. He takes pride in the fact. And, in most cases, he now dresses the part of the business man.

"There are a number of reasons for that, in addition to farm equipment and the mechanization of most farms. The farmer and his family have television, and they have just about everything else the city family has."

This dealer believes that the dealer who wears overalls is doing himself more harm than good. For several reasons. He continued:

"The farmer of today likes to be considered as a business man. For that reason if for no other, I think it is a mistake to dress 'down' below the dress level of the farmer. In most cases, one cannot any longer identify a farmer by his mode of dress.

"In the second place, I think this dealer in particular is making a mistake if he belives his habit of wearing overalls leaves the impression he is not successful.

"This dealer has been in business in his community for some years. His policies of doing business are well known. He is recognized as a pillar of honesty. But he is also recognized as being in business to make a profit. You can't hide the truth in a small community. I think, that by wearing overalls, this dealer fools no one in respect to his business standing.

"From still another angle, I think it is a mistake to wear overalls. That point is simply this: People like to do business with successful merchants. There is no point in reviewing the reasons for that statement. It is true and will stand without explanation. So I think my dealer friend is making a mistake on the third count if, by wearing overalls, he thinks he leaves the impression his business is not doing so good.

Dealer's Choice

"Of course, it is none of my business how this dealer dresses. Every man to his own individual devices for operating his own business.

"I am convinced that my customers like to think of me as a fairly successful business man. So I dress the part. By that I do not mean that I 'dress up' or that I even wear a shirt with collar, especially in summer. I just dress sensibly and comfortably and pre-

(Continued on page 95)



DEMPSTER CONVERT-O-JET

A quality system for both shallow and deep wells—at one low price!

Dempster Convert-O-Jet lets you close sales fast because it offers a really top-quality convertible water system that answers all questions and objections as to quality, performance or price!

The Convert-O-Jet offers you both durability and adaptability at a low investment: Quick, easy conversion from shallow well to deep well operation without extra cost except for the pipe and without special tools; choice of thrifty ½ or powerful ½ HP ball bearing motor; corrosion proof ejector and nozzle; improved low-loss impeller; top quality material and construction throughout.

Dempster Convert-O-Jet will deliver to 835 gallons of water from a shallow well go down to 90 feet in deep well operation.





thrifty 1/2 HP powerful 1/2 HP







Has the convertible features of the Convert-O-Jet — and a patented grit-filtering stuffing box for the best possible seat. Available in ½ HP or ½ HP models. Slightly higher price.



DEMPSTER MILL MFG. CO.

Beatrice, Nebraska

Branches and Warehouses: Omaha, Kansas City, Ma., Des Moines, Siaux Falls, Denver, Oklahoma City, Amarillo, San Antonio.



Ford Introduces Economy Seven-Foot Combine

A NEW SEVEN-FOOT combine with the grain-handling capacity of many larger and more expensive models of combines was introduced recently by Tractor and Implement Division, Ford Motor Co.

"This new combine, priced to a family-farm's pocketbook, contains features generally found only in much larger and more expensive units," E. H. Woods, general sales manager, said in announcing its production. "From its auger-fed raddle conveyor to its straw walker separation units, this machine is designed to combine crops cleanly with minimum shattering and cracking," he explained.

"Row planting of such crops as soy beans has opened up the market for the wider combine. And despite its grain-handling capacity, the combine can be operated easily by modern two-three plow size tractors," he added.

Positive feed, high air-blast to separate grain and chaff, wide range of adjustment to handle all crops in all conditions, and convenience of operation and transport were some considerations in design of the combine.

By using an auger feed and a roller chain-driven undershot saw tooth conveyor, the seven-foot combine achieves positive feeding. Reel adjustments ranging to 11 inches forward and aft and vertical adjustments from one to 17 inches above the cutter bar are possible with the design. Speed of the reel, which will accommodate from two to six reel bats, is variable through sprocket and sheave adjustments.

A safety feature is the tongue design which permits the combine to be positioned behind the trac'or for transport. A quick-coupling PTO gets the machine into operation with minimum delay. Sealed ball bearings at 22 points give the combine durability and reduced maintenance requirements.

Available in PTO-driven or 21-horsepower engine driven models with the choice of bagger or grain bin in both types, the seven-foot combine has a cutting height ranging from 1½ to 36 inches. Control of the header is by hand, or by remote operating hydraulic cylinder.

Alternate sprockets for changing auger speeds and reel speeds and other equipment for meeting specialized requirements are available as extra equipment.

Trailer Mounted Sprayer Introduced by Mayrath

In announcing a new trailer mounted field sprayer, Mayrath, Inc., of Dodge City, Kan., and Compton, Ill., states that it is available at only \$50 more than the company's conventional tractor mounted sprayer.

The unit features a telescoping axle, adjustable from 54 to 80 inches, and also features horizontal mounting of one or two barrels. Booms, available in 20, 30, or 40



foot lengths, adjust from ground level up to 57 inches. They are also available in single head sprayer design. The unit is said to be well balanced, giving same height fluid level in each barrel. Rugged barrel support is mounted on sixpoke wheels, and features 22 inch ground clearance and low center of gravity. A trailer engine mount is available as extra equipment.

Johnson Offers New Hydraulic Loader

The Johnson Hydraulic Equipment Co., 515 West 78th St., Minneapolis 23, Minn., has introduced a new hydraulic loader for farm use, the "Work Horse" Farm Master Model 9000. The loader is of new design, with a new mounting arrangement. One mounting bracket accommodates up to four different tractor models.



Hydraulic control of all attachments is a standard feature and not an extra cost option. A full line of new and improved attachments includes a manure fork with dirt plate, 11-foot wide sweep-rake and push-off, grapple fork, and loader boom. An improved hydraulic system is available for use where the tractor hydraulic system is not adequate.

The Farm Master is rated at 3800 pounds breakaway capacity, and 1800 pounds lifting capacity. The pivot position is said to have the advantage of giving the most useable working height with the least strain on the tractor. The loader attaches inside the tractor wheels so that the wheels can be extended to maximum width to provide the best stability.

M-H-F Names Dworshak

(Continued from page 84)

Dworshak as general sales manager.

Dworshak is a graduate of West Point and formerly owned and managed a Ford tractor and implement dealership in Twin Falls, Idaho. In 1954 he joined the Tractor and Implement Division of Ford Motor Co., Detroit, serving successively as manager of dealer planning department; manager. marketing services; and assistant to general sales manager.

LP-Gas Conversions Beef Up Shop Volume

(Continued from page 87)

homes, water-heating, cooking, etc. It is used to operate refrigerators and practically every kind of home appliance that normally operates with electricity or natural gas. It is an ideal substitute for natural gas on farms and in other thinly-populated areas where it would be too costly to lay the necessary pipelines.

Farmers who are already using it for heating or any of these other purposes are more easily sold on laying in a bigger supply and using it in their tractors,

Headdon says that LPG is the safest tractor fuel in use—not as inflammable or explosive as gaso-line. He says that if it caught fire on a tractor it would merely burn until put out.

While for some uses LPG competes with gasoline there will never be much competitive rivalry between sellers. It is a by-product of the petroleum industry. The same producers produce both, the same refiners refine both, and many of the same oil companies sell both. The implication is that they would as soon sell one as the other.

The Farmer's Tractor Co. is a 20-year-old firm and has been under the present management 14 years. The company is owned by Headdon and Walton Fleming, the latter an inactive partner.

"Overall" Viewpoint

(Continued from page 92)

sentably—just about like my farmer-customers dress. I am sure they like it that way.

"People may not say anything to

my dealer friend about his habit of wearing overalls. I am sure they say nothing. But I am equally sure that he makes himself conspicuous in one respect—he identifies himself with an era that has passed into history.

"Farming is a business now. So is the sale of farm equipment. Neither I nor the farmer needs to dress like salesmen who call in city offices where there are slick-topped desks, but—the proper mode of dress is just as important in our business.

"Like they say in some advertisements, your best friend won't tell you. Surely, I won't tell this dealer. But I hope he comes to realize that as a farm equipment dealer, he is out of date in overalls."

Gehl Offers Modern Full Line Catalog

A MODERN guide to its line of specialized forage handling equipment is offered by Gehl Bros, Manufacturing Co., West Bend, Wis. A colorful 20-page full line catalog shows the newest models of Gehl equipment in actual farming situations.

Beats 'em All!

The new Papec 32A Forage Harvester outperforms expensive competitors on row crops! Dollar for dollar there isn't a forage harvester that can touch it.

Sell your farmers the harvester they want, the Papec "32A". \$148 to \$1070 below other harvesters. More than a dozen distinct improvements this year make the "32A" the best performer ever.



JOIN THE SWING TO PAPEC!

Write for information on the new "32A" and the Papec Protected Territory Contract. They're both money-makers. Papec Machine Company, Shortsville, N. Y.

PAPEC

FORAGE HARVESTERS ENSILAGE CUTTERS HAMMER MILLS CROP BLOWERS

HAY CHOPPER-SILO FILLERS FEED MIXERS



Oliver Introduces Model in Small Tractor Class

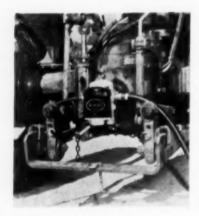
A NEW SUPER 44 tractor in the small tractor class is being introduced by The Oliver Corp., Chicago, Ill. The model is said to have full 2-plow power with all the convenience and versatility advantages of both row-crop and low-profile-utility tractors. Its precision control makes the new 44 suitable for planting and cultivating of vegetable and specialized crops.

The tractor is new from stem to stern and handles both 3-point hitch conventional drawbar and implements plus centrally mounted cultivating equipment. In addition to the internal hydraulic system providing both draft and depth control for 3-point hitch tools, the Super 44 has two external cylinders for completely independent control of both sides of the cultivators.

Other features of the Super 44 include an extra rugged steel frame, a 140-cubic-inch-displacement engine with automotive-type key starter, a transmission of one reverse and four forward speeds, plus tread adjustments from 40 to 68 inches. Optional features include a rubber torsion spring seat, independently controlled PTO, belt pulley, and rigid drawbar.

Compact Sprayer Pumps Added to Hanson Line

A NEW LINE of two-piston and four-piston positive displacement



sprayer pumps are being introduced by Hanson Equipment Co., Beloit, Wis.

The two-piston pump weighs 22 pounds and delivers 4.7 gallons per minute. The four-piston pump weighs 28 pounds and delivers 9.4 gallons per minute. These ratings are at PTO speeds of 550 rpm and at 400 psi working pressure. The two-piston pump includes a self-contained surge chamber to damp-

en pump pulsation and deliver smoother flow.

Compactness is achieved by the yoke-type design whereby the piston guide is a cylinder between the pumping cylinders rather than ahead or behind it. Lubricant dilution is avoided by the design, which divorces the main pump bearing from the chemicals being pumped. All types of agricultural materials can be handled with safety due to the materials of construction used.

IH Adds Two-Wheel Spreader to Line

INTERNATIONAL Harvester announces a new two-wheel ground-driven manure spreader with a 70-bushel capacity for use on medium sized farms.

The new spreader, known as the McCormick No. 21, is designed for severest operating conditions, all the way from the Penta-treated wooden sides and bottom, to axle location for best weight distribution and maximum traction of both tractor and spreader wheels.

Sides of spreader box are reinforced throughout and steel flare around the top of the box provide a design for hard useage and rough treatment of high-speed tractor operation and power loading.

Other features of the spreader include: five apron speeds; high speed shredding cylinders with replaceable, self-cleaning teeth; heavy-duty widespread; a positive drive that assures uniform shredding and spreading; and a design that causes manure to be spread in an even pattern low to the ground.

The No. 21 completes the Mc-Cormick line of five spreaders, including the power-driven, 140-bushel No. 40, the 95-bushel No. 30, the 70-bushel, four-wheel No. 20, and the No. 10 spreader in the 45-bushel class.



BUILD NEW
PROFITS WITH
THIS FREE

Eclipse SPECIAL

THIS FREE PROMOTION

BUILD FAST TURNOVER ON THE BIG TICKET, BIG PROFIT

Eclipse WASP CHAINSAW

FULL COLOR EXCITING BROADSIDES

MAILED 17735

Eclipse backs you all the way on sales promotion—covers your market at no cost to you with up to 500 hard selling, full color mailers designed to move chainsaws across your sales counter. These broadsides are mailed to boxholders served by your postoffice over your imprint. In other words, you're not left sitting with your initial stock; we help you move it—right now! There's fast turn over and big profit opportunity in this special Eclipse WASP chainsaw promotion.

Eclipse WASP CHAINSAWS

See other side for full details on THE NEW

Eclipse WASP

CHAINSAW

Already proved by years of rugged work in the pulpwood forests of Wisconsin.





BUSINESS REPLY CARD

Pirst Class Permit No. 8. Sec. 34.9. P. L. A.R. Prophetytown Illiania

THE ECLIPSE LAWN MOWER CO.

Div. of Buffalo-Eclipse Corporation

PROPHETSTOWN, ILLINOIS

Dept. No. 567

AS GOOD AS

THE BEST

TOP QUALITY

TOP QUALITY

LIGHT WEIGHT

Eclipse WASP CHAINSAWS

MODEL 700 Illustrated

CHECK THESE FEATURES

- 1. Fairbanks Morse recoil starter
- 2. Power Products 2 cycle engine
- 3. Positive on-off toggle switch
- 4. Full hand grip throttle for easier handling
- 5. Thumb operated, high pressure oiling device directly above rear handle
- 6. Non-spill fuel and oil caps
- 7. Perfectly balanced handle for cutting operation
- 8. Streamlined tank—cast magnesium alloy
- Simplified mechanism for easy, positive chain adjustment
- Narrow width guard permits cutting close to the ground
 - Ship immediately () Model 700 and () Model 800 () Model 900 Eclipse WASP chainsaws. Mail 500 broadsides free* to box holders served by postoffice, with imprint as indicated below.
 - Send sample broadside and more information on Eclipse WASP chainsaws.

Name of Firm

Address

City

State

Signed

Additional of 2¢ such-ancies check.



PRICED AS LOW AS THE LOWEST....

MODEL 700

with 16" bar and chain \$16995*

The BIG chainsaw market is just beginning to break open. The Eclipse Wasp is designed to meet the big demand from people expecting top quality at a minimum investment. The WASP meets every sales requirement: LIGHT WEIGHT—weighs only 20 lbs. (less bar and chain), EASY HANDLING (perfectly balanced.) LOW COST (priced as low as the lowest.) RUGGED (work proved in pulpwood forests). Statistics show less than 5% of potential owners have purchased chainsaws yet. Here's your opportunity to get a big share of a wide open market.

Manufactured by

THE ECLIPSE LAWN MOWER CO.

Division of the Buffulo-Eclipse Corporation Prophetstown, Illinois

MODEL 800 \$184.95 with fuel injection, 16" bar and chain

MODEL 900 \$214.95*

6 hp. with fuel injection (Eclipse-rated by competitive test)



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Also, we are now producing a new line of Star Blade-Type Plow Shares—in regular and short patterns—made from solid steel, rolled to our own strict specifications, and automatically heat treated for maximum strength and wearing qualities. You'll want complete details now.

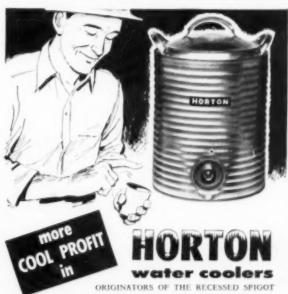
FULLY GUARANTEED

AS TO QUALITY, FIT AND FINISH

STAR MANUFACTURING COMPANY

DIVISION OF ILLINOIS IRON & BOLT CO. CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)





Horton Coolers sell better because of growing demand in construction, oil field, chemicals, farming, trucking, sporting. Advanced design and rugged construction assure satisfactory performance. Insulation — standard dead-air space or heavy ground cork. 1½ to 15 gals. capacity. Stainless steel-lined available.



chrome plated

Cantact your distributor or write: SNELLING MANUFACTURING, INC. P. O. Box 14503, Houston 21, Texas For All your pump business

"Submerga" PUMPS



THE RED JACKET "Submorga" PUMP FAMILY

- EASY TO SELECT Anyone can quickly select the right pump for the job from Red Jacket's simplified "Performance Tables."
- EASY TO SELL—this complete product line covers every application in the home, farm and commercial markets.
- EASY TO INSTALL One man can install most RED JACKET "Submerga" pumps with ordinary tools. Complete instructions are included.

The ONLY practical field service for "Submerga" Pumps

Red Jacket's "Submerga" Pumps are supported by authorized service field stations located throughout the United States. These stations carry a complete stock of parts and are equipped and trained to give quality service to Red Jacket "Submerga" Pump owners and dealers.



A Complete "Submerga"

pump package This 7 g.p.m. pump is packaged complete as illustrated with all necessary accessories for quick installation. A terrific display item and conversation piece. This pump will meet over 80% of your customers' needs.

RED JACKET'S extra value in engineering, performance and field service can be clearly demonstrated. Write for full particulars. Address Dept. SH-87.

RED JACKET MANUFACTURING CO.

DAVENPORT, IOWA

"The Choice That's Made Friends" - SINCE 1878



"Roostercomb" Featured on Schultz Spreaders

The L. H. Schultz Manufacturing Co., Rochelle, Ill., and Waterloo, Iowa, announces the 2120 line of Spreadmaster manure spreaders. All models of the new series are power-take-off driven and incorporate the Schultz widespread. The widespread, which has been dubbed the "Roostercomb," combines into one unit the main beater and widespread of conventional spreaders.

Blades on the "Roostercomb" are of heavy plate steel and are bolted to the 3-inch beater shaft. This oversize shaft has been found to almost eliminate wrapping with twine

Schultz tandem axles are available on all models. Height from ground to the top of the sides is 37 inches to facilitate loading. Side extensions increase this to 46 inches. The box has a bolted, phenol-treated, wood bottom with steel sides. Box dimensions are 10 feet long by 56 inches wide at the top of the flare.

New type Agricultural Roller Chain is used throughout on the drives, and Timken and roller bearings are at all points of friction. The drawbar is equipped with an adjustable clevis and the P.T.O. drive is self-shielded.

Dogs and ratchets have been eliminated on the Spreadmasters by use of a direct drive on the apron and a throwout clutch on the widespread-beater. The "Roostercomb" beater is said to be sufficient on the standard box. Where side extensions are added, or a farmer wishes it, a top beater is provided.

The single axle can be placed in three different positions to shift the weight on the drawbar and a second axle can be added later if it is not purchased with the original machine.

A popular attachment is the forage box which includes braced side and front extensions and a double endgate which can be opened at the bottom or entirely with the help of assist springs. Six bolts remove the beater mechanism for attaching the forage box. Forage box capacity is rated at 3½ tons.

Spreadmasters are protected against shock loads at all points, and simplified design has reduced grease fittings to the minimum. Range of tires which can be used run from 6:70 x 15 to 8:20 x 15.

Oliver Announces Tractor Plant Expansion Plans

ALVA W. PHELPS, chairman of the board and president of The Oliver Corp., announces plans for expansion and further modernization of the company's wheel tractor plant at Charles City, Iowa. Plans call for construction of a new building and facilities which will cost in excess of \$500,000. Work on the expansion is in the initial stages with the building slated for completion in late fall.

In discussing the expansion, Phelps states that 1957 wheel tractor schedules are about 13 percent above 1956 and that a similar increase is planned for 1958. The expansion will provide increased manufacturing and assembly areas and will promote a more constant level of employment and increased efficiency in meeting demands.

MM Announces New "In-Line" Balor

MINNEAPOLIS-MOLINE announces its newest hay baler with "inline baling," economical power take-off drive, "bale-tension" twine tie, and leaf-saving hay fold by exclusive MM plunger-packer design. It is said to bale up to 10 tons per hour.

The new baler is designated the MM Balor.

"In-line" baling means that the hay travels in a straight line from pickup head to bale chute. The hay is folded and sliced to form the bale with all leaves and blossoms enclosed within the fold. The folding action is the result of new MM design in the pivoting packer and plunger.

Compact design is achieved also by the pivoting packer and plunger, since both operate in arcs. Further, less power is needed to operate the baling mechanism, because the simplified construction eliminates unnecessary parts.

Baling up to 10 tons an hour, the MM Balor has a "roll-over" discharge chute to drop the compact bales on their sides so that the twine is off the ground. Uniform size is 14" x 18" x 38". For loading bales directly onto a wagon, a telescoping wagon hitch and loading chute are available, it was announced.

Another feature of the MM Balor is the application of additional tension during the time the tie is being made. This is to eliminate loose binding.

For complete safety, the power take-off drive shaft is shielded with telescoping tubing. The shaft itself is also of telescoping type and is supported by a roller bearing.

The Balor is balanced on two rubber-tired wheels; width is 7' 9½"; height is 5' 4"; and length is 17' 1".



IH Adds New Two and Four-Row Cultivators

NEW REGULAR-DUTY two- and four-row corn and cotton cultivators for use on Farmalls 300, 350, 400, 450, Models M and Super M series tractors were announced recently by International Harvester Co.

The new cultivators, the 261 (two-row) and 461 (four-row), shown, can be used on tractors with one, two, or three valve Hydra-Touch hydraulic systems. Where a single hydraulic cylinder is used to operate the cultivator, pull-bars, connected to the Fast-Hitch rockshaft, raise and lower front and rear sections in unison. Two and three valve systems provide a choice of unison, delayed, or selective control of gangs.



Horizontal and vertical crop clearance insures minimum interference with crop foliage, and slim main frame and linkages result in maximum visibility from the tractor seat, the manufacturers point out.

Frames on the cultivators are hinged for easy mounting, and new all-steel parallel linkage provides side to side rigidity and constant working depth. Gangs may be adjusted to handle 28- to 42-inch rows, and a wide selection of ground working equipment is available for practically any crop and soil condition.

MM Announces New Side-Delivery Rake

A PARALLEL - BAR side-delivery rake for 3-point hitch is announced by Minneapolis-Moline, Minn. The new rake is designated the R-1000.

Employing a new principle, the R-1000 is said to make possible raking speeds up to 10 miles an hour. The new hay tool is designed to fit either narrow or wide 3-point hitches, as on the MM 335



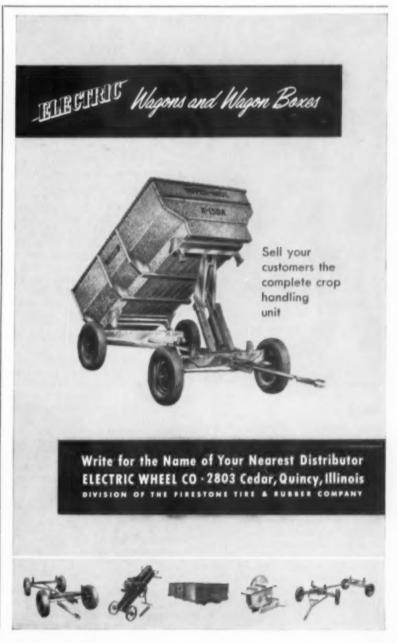
and 445 POWERlined tractors.

Five bars running on sealed ball bearings make up the reel. These bars are mounted parallel, and move the hay to be raked in a sideward rather than forward direction. The reel is driven by a

v-belt with adjustments for a choice of speeds.

The rake is driven from the power take-off. The pto shaft is permanently shielded to eliminate hay wrap-around and for greater safety for the operator.

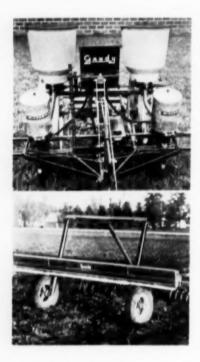
Additional features include arch frame of four-inch channel section; single-unit basket frame; two full-castering wheels with spring spindles and 4.00 x 8 rubber tires; parking stand; reel heads of sturdy alloy cast iron with web reinforcements, run on tapered roller bearings; six grease fittings; and zine plated nuts and bolts.



IH Dealers to Handle Granular Chemical Units

A GRANULAR chemical attachment for McCormick planters and other implements and a broadcast applicator used in the control of insects, nematodes, and weeds will be handled by the dealer organization of the International Harvester Co., according to a recent announcement.

The equipment, manufactured by the Gandrud Co., Owatonna, Minn., is designed to combat crop robbers in the soil, on the surface, or on the plants, including corn borer, army worms, chinch bugs, grasshoppers, and numerous other pests.



The granular chemical attachment, shown at top in accompanying photograph, is for use on two, four, and six row equipment such as corn, potato, and sugar beet planters and cultivators, listers, and tool bars. It consists of a large 28-pound capacity hopper and metering device that bolts to the frame of the equipment being used. Flexible tubes that can be attached, at the lower end, to the fertilizer or seed furrow openers carry the chemical from the hopper to the desired placement areas. Application can be varied from eight ounces to 30 pounds to the

The Hi-Lo Gandy applicator,

bottom photo, applies insecticides, nematocides, and herbicides in bands over rows or broadcast over large areas, covering as many as 80 to 100 acres in a day. It is mounted on wheels and has a 12foot wide hopper that holds 200 pounds of granular chemical, Feed openings, spaced six inches apart, can be opened or closed as desired to permit application of chemicals on row crops or broadcast. Rate of application can be varied from one to 100 pounds per acre. Because the hopper can be varied from 30 inches to five feet above the ground, the applicator is adapted especially for use against the corn borer where insecticide must be dropped directly into the corn whorl for maximum effectiveness.

Both the granular chemical attachment and the broadcast applicator can be made to "double" as a seeder for hay and pasture crops, seeding grasses, legumes either between crop rows or broadcast.

Gehl Offers Dealers Co-op Ad Program

To BENEFIT farm equipment dealers, Gehl Bros. Manufacturing Co., West Bend, Wis., this spring introduced a co-op advertising program whereby the dealer can turn in his local advertising invoices and get half of the amount paid for by the manufacturer. It applies to the dealer's local advertising of Gehl forage harvesters and attachments as well as the Gehl PTO Self-Unloading Forage Boxes.

Under the plan a Gehl dealer can double his local advertising with the same budget he had last year. He gets larger ads, or more ads, for the same local investment. Concerned primarily with newspaper advertising at the local level, arrangements can be made also to include radio and TV advertising wherever that is approved by Gehl's advertising department, it was announced.

Farm Trials Spark Maximum Sales

(Continued from page 88)

a new tractor though he already had a tractor in reasonable condition on his farm. The price of the new tractor appeared high to him, and he stated he was not interested. However, with some persuasion he permitted the tractor to be placed on his farm for a twoday trial. After using it for one week, he bought the tractor despite price.

"It was one of the easiest sales we ever made. If we had dropped the matter as soon as he lost interest because of price, we would never have made the sale. It is our belief that once a customer gets the feel of a piece of machinery on his own land, and finds it suits his conditions, it is very difficult for him to give it up."

Searson pointed out that this procedure took a minimum of time, since it is advisable for the salesman to leave as soon as he has put the customer in the driver's seat. However, the salesman has to be well-trained and know his product thoroughly so that when he returns, he can answer every possible question put to him.

Sales meetings are held daily as sales personnel outline their contacts and plans for the day, discussing with their sales manager the status of each propect. Assistance is given or plans developed for salesmen where a definite plan is lacking. A monthly sales meeting reviews features of products, new developments, selling points, drawn from the experiences of the men, of both their own products and competitive lines. The company's three outside salesmen were initially trained in the parts department and have been with the company from nine to 12 years.

A sales territory along the mountain edges and valley requires for this company a carefully-planned routing of salesmen in order to hold down expenses in covering an area extending a radius of 40 miles from the store. With farms located far apart and at some distance from home base, territories for the three salesmen are so routed that there is no overlapping nor backtracking.

Salesmen report on a daily prospect sheet to their sales manager so that at all times management knows exactly what the prospects are for selling farm equipment to a given customer.

"Of course the big headache in putting tractors and farm implements in use on a customer's land is having to take a discount on equipment if his decision is negative. We try to meet the problem by using the same machines for these home trials,

"In cases where customers pre-

What good is business publication advertising?

No one is in a better position to give a hard-boiled, practical answer to this question than the men who spend their working lives on the sales front . . . the men the ads are supposed to help...the men who

Here is the statement of a salesman who knows what advertising does for him when it appears in the industrial, trade or professional publications that serve the specialized market to which he sells:

William F. Mattes, Ir. Lamp Division General Electric

Sells retailers



Says Mr. Mattes:

"My selling is mostly with the headquarters offices of chains - variety stores and food stores. Matter of fact, some of these chains, particularly in the variety store field, do not permit salesmen to call on store managers. They prefer to interview sales people at headquarters, and then send out mimeographed letters to their districts and store managers.

"This makes our trade ads doubly important - they have to take the place of salesmen with the individual store manager or department manager; and they add color and pictures and enthusiasm to the letters that are passed down from headquarters.

"In the old days, the idea of trade paper advertising would simply be to say: 'Stock General Electric lamps, they have the best customer preference.' Today the tendency is to be more specific, to show pictures of the product, illustrations of displays, and pertinent merchandising information. For instance, it is a good merchandising service to be able to tell chain retailers the proportionate popularity of different size bulbs, different colors and types, so that the best merchandising effort is made on the fast selling items. Any facts like these in our trade advertising help the chain store managers and so, of course, make our sales effort that much easier and more productive.

"Trade advertising very definitely helped us introduce and sell packaged light bulbs. Half our unit sales come in bulbs in the 25 to 100 watt range. Knowing this, we put these popular sizes in a handy 4-bulb package. Merchandising bulbs in packages was quite a revolutionary idea when we first introduced them ten years ago, and trade advertising was used to help sell the idea to store managers. Of course, some variety stores still sell loose bulbs, but more and more the trend is toward package sales."

Why not ask your own salesmen what your company's business publication advertising does for them. If their answers are generally favorable you can be sure that your business publication advertising is really helping them sell. If too many answers are negative it could well pay you to review your advertising objectives-and to make sure the publications that carry your advertising are read by the men who must be sold.

The Retailer

National Business Publications, Inc.



... each of which serves a specialized market in a specific industry, trade or profession.



No. 8

AUGUST, 1957

T. W. McALLISTER, Vice-Pres., Managing Director RALPH E. KIRBY, Editor

SID WRIGHTSMAN, JR. Associate Editor

FRANCES A. KELLY Assistant Editor

BARON CREAGER, Southwestern Editor (7713 Inwood Road, Dallas 9, Texas)

J. A. MOODY Production Manager

CHARLES E. SMITH Business Manager

Business Representatives

W. L. ROGERS, 240 Noroton Ave., Darlen, Conn. Phone: OL. 5-9976; J. D. Parsons, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712; George Isherwood, 590 Rutherford Drive, Springfield, (Del. Co.) Pa., Phone K. L. 3-0769; Hugh Aull., 333 N. Michigan Bivd., Chicago, Ill., Phone: CE 6-4131; A. E. C. Smith, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-752; L. B. Chappell., 8953 Wilshire Bivd., Beverly Hills, Calif., Phone: OL 2-1490; W. C. Rutland, P. O. Box 102, Gastonia, N. C., Phone: UN 7-7995; Baron Creagues, 7713 Inwood Road, Dallas 9, Texas, Phone: FR 1-0376.

Published Monthly by W. R. C. SMITH PUBLISHING COMPANY Editorial and Business Offices 806 Peachtree Street, N. E., Atlanta 8, Georgia

Publishers Also of

TEXTILE INDUSTRIES SOUTHERN BUILDING SUPPLIES SOUTHERN AUTOMOTIVE JOURNAL SOUTHERN POWER & INDUSTRY SOUTHERN HARDWARE

fer a brand new machine instead

ELECTRICAL SOUTH

of the one they have tried out, we comply. Since one out of two customers usually buys the machine he has been using for a week, this problem of loss is a very minor one

"On the other hand, the customer who has used our equipment on his land for a week becomes a prospect for a purchase in the future. He may buy the following year, and from that standpoint, loss is a very negligible factor.'

Profits from Parts

(Continued from page 89)

at a glance, which parts need reordering. With several file drawers to handle, the tab or flag system is a real time saver.

When the number of an item on hand is reduced to one or two, a reorder is made before the regular stock-order comes due, which is twice a month. Seasonal stock orders are due once a year.

Jewell says that an efficient parts manager must know the needs of his area so well that he can foresee what machinery will break down, and how. With this general knowledge to fortify him, he can order a little heavily on those

parts which he knows will have rapid turnover.

"Good service on parts is about the best advertisement an equipment dealer can have," he said. "Our parts inventory protects our customers from delays, and we keep it that way by working the record system efficiently."

Every day Jewell's assistant checks stock against the tickets, and the entries are made on the inventory cards. This work is done no matter how busy the parts department. If the working day has too few hours, overtime must be put in, for the door is never locked at night until inventory cards are brought up to date.

The particular pride of the parts department, which demonstrates its utility every day, is the custombuilt bolt bin, which accommodates a bolt inventory of \$1,500. This bank of bolt bins is in a part of the department lighted by natural daylight. Measuring 8 x 6 feet, it provides 154 compartments, each neatly labeled. Jewell takes pleasure in keeping the fixture looking as trim as the day it was built. The compartments are left in their natural knotty pine finish, preserved with shellac. The edges of the compartments and the threeinch facing strips, which bear the labels, are painted bright red.

Farmers needing bolts know where to buy them, and they are never disappointed. The large assortment covers bolts in all sizes. from 3/16" to 1 1/4"

This is cattle and fruit country, where most of the farmers own mowing and hay machines-rakes, balers, sprayers, and pruners. Repair parts are a vital factor in the upkeep of this farm machinery that is seldom put away for an idle season.

New machinery sales may falter, but repair parts and service keep a steady stream of customers coming in. Some of these buy parts which they install themselves, but many of them call upon the repair shop for service. Here five mechanics are kept busy every month in the year. When sales slow up, the salesmen work at inducing farmers to bring in their machinery for checking and overhaul. If the farmer is the sort who does not want to put his machinery into the shop until an actual breakdown occurs, he is urged to check it himself and to pay particular attention to parts that might need replacing.

"We regard our parts department as a source of profits," Jewell said. "Nothing we sell turns as fast as parts. And nothing offers a better opportunity to bring the customer in often for the contacts that promote good will.

"The good parts service we offer convinces the customer that we are interested in keeping his equipment going as long as possible. When trade-in time comes, our parts department enables us to give him the best possible deal. We rennovate the old trade-in with new parts, recondition it, and sell it at a profit."

Jewell has pride in his parts department, and works at keeping it neat and attractive. Disorder here is not tolerated. Catalogs are arranged in order, display shelves are kept filled.

The desk where Jewell works with his records when he is not waiting on customers is behind the counter, where he can see and greet everyone who approaches. This gives him the opportunity he wants to call out a greeting to evervone.

Those 31,000 parts turn fast. And perhaps the friendly, efficient atmosphere of the attractive department helps them to move a little faster. For parts do show a highly satisfactory profit for this dealership that has much more to sell than farm machinery.

Allis-Chalmers Adds Front-End Loader

ALLIS-CHALMERS announces the addition of the Model 14 to its line of hydraulic front-end farm loaders. The new model is designed especially for the company's recently introduced D-14 three-plow tractor

The new loader has built-in ground stands for drive-in mounting of the unit to the tractor. This particular feature reduces to a minimum changeover time, and eliminates heavy lifting and straining by the operator when making a change, the manufacturer points out.



Another feature of the Model 14 is its 2-position 6-bushel capacity bucket equipped with slide-on dirt plates and tough replaceable 11/8" square steel tines. Maximum lifting height under the bucket is 8'4", which provides easy loading of trucks and spreaders.

Conveniently located controls respond quickly through the tractor's hydraulic system to the operator's touch. The tractor's Power Director and live hydraulic pump permit lifting and lowering on-thego in high range, low range, or while standing still without shifting gears.

Attachments available for the Model 14 loader include a 76" wide slip-on snow bucket with adjustable runners for handling light, bulky materials.

Danuser Introduces All-Purpose Mower

els.



The Danco mower is designed as an all-purpose mower for farm or industrial use, suitable for cutting and shredding cotton stalks, bean vines, wheat stubble, etc., or for mowing pasture, heavy weeds, and brush.

Heavy duty spring steel blades with 3-inch offset allow close mowing over rough ground and the Danco has a 40-horsepower gear box and special steel spindle with the Danco exclusive non-wrap feature.

The heavy drive shaft is covered for maximum safety and a slip clutch is available as optional equipment. The trailer Model BN-W is equipped with standard 15inch high-speed husband wheels and Model BN, for 3-point lift tractors, has an especially designed heavy duty high speed single castor wheel with adjustable spring.

You want MORE than TALK about PROGRESS You want something you can USE

We present the IMPROVED NEW -

AURORA Submersible PUMPS

Two competent teams of specialists - the AURORA team, exclusively devoted to building fine pumps - and the U.S. ELECTRIC team of motor specialists have devised major improvements in the design of AURORA Submersible Pumps. Note the bearings of NYLON - an ideal bearing material - retained in solid brass walls where there can be NO DIS-TORTION - and the rigid pumpmotor shaft assembly which has been proven as the most satisfactory method of coupling the pump and the motor. These outstanding improvements assure a level of operating satisfaction unmatched elsewhere.

The LATEST and BEST in WATER SUPPLY for HOMES . FARMS . INSTITUTIONS

For 4" and Larger Wells - Capacities to 2,100 g.p.h. Water levels to 400 feet,

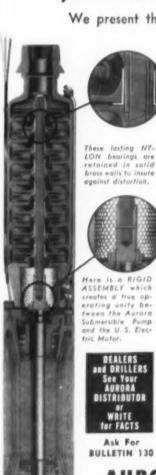
Corrosion-Resistant, Factory-Sealed, Permanently Lubricated U.S. Motor

Noiseless, Freeze-proof, Out of the Way

Easy, One-Pipe Installation Backed by Broad AURORA Warranty

AURORA PUMP DIVISION THE NEW YORK AIR BRAKE COMPANY

AURORA . ILLINOIS 77 DEARBORN STREET EXPORT REPARTMENT - Acrong, Illiania - Cable Address - MYABIRT



DANUSER Machine Works, Inc., Tulsa, Okla., announces a 66-inch heavy duty rotary mower available in trailer or 3-point lift mod-

ADVERTISER'S INDEX

A	Estwing Mfg. Co. Evans Rule Co. Eversman Mfg. Co.	Landers, Frary & Clark (Universal Products) 51	5
Aeme Shear Co	Eversman Mfg. Co.	Larson Co., Chas. O	Samson Cordage Works Sandvik Saw & Tool Corp.
Adams Co., C. F	E	Abuthoned Marine Corp.	Sanitary Receiver Co. 69 Savage Arms Corp.
Aladdin Laboratories, Inc 73 Allis Chalmers Mfg. Co *	•	Lebanon Chemical Corp.	Arms Div
Aluminum Goods Mfg. Co. Third Cover	Fairbanks, Morse & Co. Federated Mutual Implement	Lebanon Chemical Corp. Lilliston Implement Co. Linen Thread Co. Inc. 65 Locke Stove Co. 69	Savage Arms Corp., Lawn Mower Div.
American Biltrite Rubber Co., * American Chain & Cable Co.,	& Hdw. Insurance Co	Lufkin Rule Co	Schwartz Mfg. Co. Shakespeare Co.
Inc. American Chain Div. 49 American Pad &	Ferguson Fitler Co., Edwin H. Fleischmann Handle Co.		Sherwin Williams Co. 8
Textile Co	Edward and Money Inc. *	М	Slebert Co., O. W 61 Slaymaker Lock Co
American Steel & Wire Co., Cyclone Fence Div	Fletcher Terry Co. Flex O Glass, Inc. (Warp Bros.)	Mail Tool Co	Smith & Son, Inc., Seymour.
Ames Ca., G. 47 Animal Trap Co. of America 22 Atlantic Steel Ca. 22	Flint & Walling Mfg Co. Inc. "	Massey Harris Ferguson	Snelling Mfg. Co
Atlan Inch to	Flinthote Co. Follanshee Steel Corp. Ft. Myers Iron Works 69 Fuller Tool Co. Inc. 18	Master Lock Co. Maze Co. W. H. Midland Industries, Inc.	Sauthern Hardware 62, 77 Southern Screw Co 55
Aurora Pump Division. New York Air Brake Co. 105	Fuller Tool Co., Inc. 18	Milwaukee Tool & Equip. Co., 18	Southern States Iron Roofing Co. *
		Minneapolis-Moline Co. Modern Tool & Die Co.	Southland Mower Co
В	G	Moe Light Division of Thomas Industries, Inc.	Stanley Works.
Bakelite Co., Div. of Union	Gale Products	Molly Corp. 76	Hardware Div
Carbida & Carbon Corr.	Gehl Bros. Mfg. Co	Rod & Reel Co.	Style Crafters, Inc.
Bernz Co., Inc., Otto Bethlehem Steel Corp.	General Steel Warehouse	Moore Push-Pin Co. Mossherg & Sons, Inc. O. F.	Sunset Line & Twine Co.
Bettis Corp. 1	Co. Inc	Moto Mower Co.	Superior Equip. Div.
Bettis Corp. Blue Co., Inc., John Boker & Co., H.	Gilmour Mfg. Co. Gould Pumps, Inc	Murray Ohio Mfg. Co	Supreme Prods. Corp. Swan Rubber Co. Swing A Way Mfg. Co.
Bommer Spring Hinge Co., Inc. *	Graham & Co. Inc., John H. Bevin Bros. Mfg. Co. Div.	Musgrave Mfg. Co. Myera & Bros. F. E.	Swing A Way Mfg. Co. Swisher Mouse & Mach. Co. 77
Brown Corn W R	Graham & Co. Inc., John H.		
Burlington Molding Corp.	Graham & Co., Inc., John H., King Cotton Cordage Div.	N	T
	Graham & Co_ Inc_ John H	National Hardware Show 53	Tait Mfg. Co 68
C	Great Neck Saw Mfgs. Inc *	National Metal Products Co., 46 National Screw & Mfg.	Tail Mfg. Co
	Greenlee Tool Co	Co. Second Cover New Bedford Cordage Co.	True Temper Corporation
Calbar Paint & Varnish Co 62 Camillus Cutlery Co		New York Wire Cloth Co.	Tucker Duck & Rubber Co
Carolina Washboard Co	H	Nicholson File Co	Turpentine & Rosin Factors Inc
Champion DeArment	Hanson Co., Henry L.		
Champion DeArment	Hayes Spray Gun Co. Heineke & Co.	0	U
Champion DeArment Co. Front Cover Chattanooga Royal Co.	Hanson Co. Henry L. Hayes Spray Gun Co. Heineke & Co. Hemp & Co. Herschell Mfg Co. Inc. R.	0	U Union Fork & Hoe Co
Champion DeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co.	Hayes Spray Gun Co. Heineke & Co. Hemeke & Co. Herschell Mfg. Co. Inc. K. Hillerich & Bradsby Co. Hollhome & Hartin, Inc.	O Olin Mathieson Chem. Corp.	U Union Fork & Hoo Co
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co. Classified Ads. 7 Clemon Bros. Inc. 7 Cleveland Mills Co.	Hayes Spray Gun Co. Heineke & Co. Hemeke & Co. Herschell Mfg. Co. Inc. K. Hillerich & Bradsby Co. Hollhome & Hartin, Inc.	O Olin Mathieson Chem. Corp.	U Union Fork & Hoc Co. Union Malleable Mrg. Co. 11 United States Plywood Corp. 63 United States Rabber Co. (Cycle Tire Dept.)
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co. Classified Ads. 7 Clemon Bros. Inc. 7 Cleveland Mills Co.	Hayes Spray Gun Co. Heineke & Co. Hemp & Cu. Herschell Mfg. Co. Inc. R. Hillerich & Bradsby Co.	O Olin Mathieson Chem, Corp.	U Union Fork & Hoe Co
Champion BeArment Co. Charmino BeArment Co. Choremaster Div. Weber Engineered Preds. Inc. 7 Clark Brothers Bolt Co. Classified Ads. 78 Clemson Bros. Inc. 6 Clewoon Bros. Inc. 6 Cleveland Mills Co. Clinton Machine Co. Colorado Fuel & Fron Corp.	Hayes Spray Gun Co. Heineke & Co. Hemp & Co. Herry & Co. Herry & Go. Hillerich & Bradsby Co. Hulthouse & Hartup, Inc. Hodell Chain Co. Hyde Mg Co. Back Cover	O Olin Mathieson Chem. Corp.	U Union Fork & Hoo Co
Champion BeArment Co. Charmion BeArment Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co. 4 Classified Ads. 7 Clark Brothers Bolt Co. 4 Classified Ads. 6 Cleveland Mills Co. 4 Clinton Machine Co. 6 Coleman Company Inc. 6 Colorado Fuel & Fron Corp. Wickwire Speneer Steel Div. 8 Colorado Malleable	Hayes Spray Gun Co. Heineke & Co. Hemp & Co. Herry & Co. Herry & Go. Hillerich & Bradsby Co. Hulthouse & Hartup, Inc. Hodell Chain Co. Hyde Mg Co. Back Cover	O Olin Mathieson Chem. Corp.	Union Fork & Hoc Co. Union Malleable Mrg. Co. 11 United States Plywood Curp. 62 United States Robber Co. (Cycle Tire Dept.) United States Steel Corp. 0 UMCO Corp. Universal Converting Corp. 2 Universal Converting Corp. 2 Upperman, Bill Upon Brothers, Inc U. S. Expansion Bell Co.
Case Co. 3. Co. Champion BeArment Co. Front Cover Chattaneoga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7. Clark Brothers Bolt Co. 7. Clark Brothers Bolt Co. 7. Classified Ads. 7. Chewson Bros. Inc. 7. Cleveland Mills Co. Clinton Machine Co. Coleman Company, Inc. Colorado Fuel & Fron Corp. Wickwire Spencer Steel Div. Colombia Malleable Castings Corp. 50. Colombia Malleable Castings Corp. 50. Colombia Rope Co.	Hayes Spray Gun Co. Heineke & Co. Hemp & Co. Herrschell Mfg Co. Inc. R. Hillerich & Bradsby Co. Holthouse & Hartup, Inc. Hodel Chain Co. Hyde Mfg Co. Back Cover	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 42 47 Orchard Industries. Inc. 6 Osmandsen Forge Co. 19 P	Union Fork & Hoe Co. Union Malleable Mrg. Co. 11 United States Plywood Curp. 62 United States Rabber Co. (Cycle Tire Dept.) United States Steel Corp. 0 UMCO Corp. Universal Converting Corp. * Universal Converting Corp. * Upperman, Bill
Case Co. 3. 1 Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co. 5 Classified Ads. 7 Cleveland Mills Co. 6 Clinton Machine Co. 7 Coleman Company, Inc. 7 Colorado Fuel & Iron Corp. Wickwire Spencer Steel Div. 6 Columbia Malleable Castings Corp. 50 Columbia Rope Co. Consumers Glue Co. 7 Consumers Glue Co. 7 Continental Scale Corp. 6 Continental Scale Corp. 7	Hayes Spray Gun Co. Heineke & Co. Heinek & Co. Hemp & Cu. Herschell Mfg. Co. Inv. R. Hillerich & Bradsby Co. Hofthouse & Hartup, Inc. Hodel Chain Co. Hyde Mfg. Co. Hyde Hyde Cover Hypro Engineering, Inc. 70 Ideal Frass Works, Inc. To Ideal Fishing Float Co. Inc. Ingersall—Products Division	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 42 47 Orchard Industries. Inc. 6 Osmandsen Forge Co. 19 P	Union Fork & Hoc Co. Union Malleable Mrg. Co. 11 United States Plywood Curp. 62 United States Robber Co. (Cycle Tire Dept.) United States Steel Corp. 0 UMCO Corp. Universal Converting Corp. 2 Universal Converting Corp. 2 Upperman, Bill Upon Brothers, Inc U. S. Expansion Bell Co.
Case Co. 3. 1 Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co. 5 Classified Ads. 7 Cleveland Mills Co. 6 Clinton Machine Co. 7 Coleman Company, Inc. 7 Colorado Fuel & Iron Corp. Wickwire Spencer Steel Div. 6 Columbia Malleable Castings Corp. 50 Columbia Rope Co. Consumers Glue Co. 7 Consumers Glue Co. 7 Continental Scale Corp. 6 Continental Scale Corp. 7	Mayes Spray Gun Co. Heineke & Co. Heinek & Co. Hemp & Cu. Herschell Mfg. Co. Inv. R. Hillerich & Bradsby Co. Hofthouse & Hartup, Inc. Hodel Chain Co. Hyde Mfg. Co. Hyde M	Olin Mathieson Chem. Corp. Winchester Repeating Arma Bly. Arma Bly	Union Fork & Hoc Co. Union Malleable Mrg. Co. United States Plywood Curp. 62 United States Robber Co. (Cycle Tire Dept.). United States Store Corp. United States Store Corp. Universal Converting Corp. Upperman, Bill Upsen Brothers, Inc. U. S. Expansion Bell Co. Utica Drop Forge & Tool Co.
Case Co. 3. 1 Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co. 5 Classified Ads. 7 Cleveland Mills Co. 6 Clinton Machine Co. 7 Coloran Company, Inc. 7 Coloran Malleable Castings Corp. 50 Colomina Malleable Castings Corp. 50 Colomina Rope Co. 72 Continental Scale Corp. 72 Continental Scale Corp. 72 Corning Glass Works. 71 Croscent Tool Co. 7 Croscent Tool Co. 7 Croscent Tool Co. 7 Croscent Tool Co. 7 Croscent Four Co. 1	Hayes Spray Gun Co. Heineke & Co. Hemp & Co. Herrschell Mfg Co. Inc. R. Hilberch & Bradshy Co. Holthouse & Hartup, Inc. Hodel Chain Co. Hyde Mfg Co. Back Cover Hypro Engineering, Inc. Lifeal Brass Works, Inc. Incersall—Products Division Boar Warner Corn. (Discs.)	Olin Mathieson Chem. Corp. Winchester Repeating Arma Div. 42 47 Orchard Industries. Inc. 5 Osmandsen Forge Ca. 19 Paine Co. 70 Paine Go. 70 Panee Machine Co. 95 Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. 9 Pennsylvania Lawn Mower Div. 5 Peters Cartridge Div. 5	Union Fork & Hoe Co
Case Co. 3. 1 Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co. 5 Classified Ads. 7 Cleveland Mills Co. 6 Clinton Machine Co. 7 Coleman Company, Inc. 7 Colorado Fuel & Iron Corp. Wickwire Spencer Steel Div. 6 Columbia Malleable Castings Corp. 50 Columbia Rope Co. Consumers Glue Co. 7 Consumers Glue Co. 7 Continental Scale Corp. 6 Continental Scale Corp. 7	Mayes Spray Gun Co. Heineke & Co. Hemp & Co. Herry & Co. Herry & Co. Horry & Grandshy Co. Holthouse & Hartup, Ine. Hodel Chain Co. Hyde Mfg. Co. Hyde	Olin Mathieson Chem. Corp. Winchester Repeating Arma Div. Orchard Industries. Inc. Osmandsen Forge Ca. Os Fibre Brush Co. Inc. Paine Co. Paine Go. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennsylvania Lawn Mower Div. Peters Cartridge Div. Petersen Mfg. Co. Physics Manufacturing Co. Size	Union Fork & Hoc Co. Union Malleable Mrg. Co. United States Plywood Curp. 62 United States Robber Co. (Cycle Tire Dept.). United States Store Corp. United States Store Corp. Universal Converting Corp. Upperman, Bill Upsen Brothers, Inc. U. S. Expansion Bell Co. Utica Drop Forge & Tool Co.
Champion BeArment Co. Charmino BeArment Co. Choremaster Div. Weber Engineered Prods, Inc. Classified Ads. Cleveland Mills Co. Clinton Machine Co. Coleman Company, Inc. Colorado Finel & Iron Corp. Wickwire Spencer Steel Div. Colomin Malleable Castings Corp. Colomin Rope Co. Consumers Glue Co. Conting Glass Works. Crescant Tool Co. Crossma Arms Co. Inc. Cyclone Fence Bept. United States Steel Corp.	Mayes Spray Gun Co. Heineke & Co. Heinek & Co. Hemp & Cu. Herschell Mfg. Co. Inv. R. Hillerich & Bradsby Co. Hofthouse & Hartup, Inc. Hodel Chain Co. Hyde Mfg. Co. Hyde M	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 12 47 Orchard Industries. Inc. Osmandsen Forge Co. Os Fibre Brush Co. Inc. 19 Paine Co. 70 Paine Go. 95 Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennsylvania Lawn Mower Div. 52 Petersen Mfg. Co. 60 Phoenis Manufacturing Co. 52 Plastex Co. 74 Promouth Cordage Co. 74	Union Fork & Hoe Co
Champion BeArment Co. Charmino BeArment Co. Choremaster Div. Weber Engineered Preds. Inc. Classified Ads. Cleveland Mills Co. Climon Bros. Inc. Coleman Company, Inc. Colorado Fuel & Iron Corp. Wickwire Spener Steel Div. Columbia Mallenble Castings Corp. Columbia Rope Co. Consumers Glue Co. Continental Scale Corp. Corning Glass Works. Crosevat Taul Co. Cyclone Fence Rept. United States Steel Corp.	Mayes Spray Gun Co. Heineke & Co. Hemp & Co. Hemp & Co. Herschell Mfg. Co. Inv. R. Hillerich & Bradsby Co. Holthouse & Hartup. Ine. Hodell Chain Co. Hyde Mfg. Co. Back Cover Hypro Engineering, Inc. I Ideal Brass Works, Inc. To Ideal Fishing Float Co. Inc. Ingersoll—Products Division Borg-Warner Corp. (Discs) International Harvester Co. General Line) Irwin Auger Bit Co. J Jackson Mfg. Co.	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 12 47 Orchard Industries. Inc. Osmundsen Forge Co. Os Fibre Brush Co. Inc. 19 Paine Co. 70 Papee Machine Co. 95 Pennes Tool Corp. Penn Fishing Tackle Mfg Co. Penns Fishing Tackle Mfg Co. Pennsylvania Lawn Mower Div. 8 Petersen Mfg Co. 60 Petersen Mfg Co. 74 Plymouth Cardage Co. 74 Plymouth Cardage Co. Portable Electric Tools Inc. 5 Power Products Corp.	Union Fork & Hoe Co. Union Malleable Mrg. Co. United States Plywood Curp. 62 United States Robber Co. (Cycle Tire Dept.). United States Steel Corp. 02 United States Steel Corp. 02 Universal Converting Corp. 22 Universal Converting Corp. 42 Universal Converting Corp. 42 Universal Converting Corp. 44 Upperman, Bill Upsen Brothers, Inc. 42 USE Stapansion Bell Co. Utica Drop Forge & Tool Co. V Virtor Saw Works, Inc. 43 Virginia Mrg. Co. 45 Want Ads. 78
Champion BeArment Co. Champion BeArment Co. Choremaster Div. Weber Engineered Prods, Inc. Classified Ads. Cleveland Mills Co. Clinton Machine Co. Coleman Company, Inc. Colorado Finel & Iron Corp. Wickwire Spencer Steel Div. Colombia Malleable Castings Corp. Colomina Rope Co. Consumers Glue Co. Conting Glass Works. Crescond Trod. Co. Cressma Arms Co. Inc. Cyclone Fence Bept. United States Steel Corp.	Mayes Spray Gun Co. Heineke & Co. Hemp & Cu. Herschell Mfg Co. Inc. R. Hilberich & Bradsby Co. Hilberich & Bradsby Co. Holthouse & Hartup, Inc. Hyde Mfg Co. Hyde	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 42 47 Orchard Industries. Inc. Osmindsen Forge Co. 19 Palne Co. 70 Paper Machine Co. 95 Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. 95 Pennsylvania Lawn Mower Div. 19 Peters Cartridge Div. 19 Peters Mfg. Co. 95 Peters Mfg. Co. 96 Phoenix Manufacturing Co. 92 Plastex Co. 74 Plymonth Cordage Co. 52 Portable Electric Tools Inc. 55	Union Fork & Hoe Co
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods, Inc. 7 Clark Brothers Bolt Co. Classified Ads. 7 Cleveland Mills Co. Chiton Machine Co. Coleman Company, Inc. Colorado Fuel & Iron Corp. Wickwire Spencer Steel Div. Colombia Malleable Castings Corp. 50 Consumers Glue Co. 72 Consumers Glue Co. 72 Continental Scale Corp. 72 Corning Glass Works. 71 Croscent Tool Co. Crosman Arms Co. Inc. 8 Cyclone Fence Bept, United States Steel Corp. 7 D Dallas Mfgrs & Wholesalers Asin. 14 Damascus Steel Products Corp. 8	Mayes Spray Gun Co. Heineke & Co. Hemp & Co. Hemp & Co. Herschell Mfg. Co. Inv. R. Hillerich & Bradsby Co. Holthouse & Hartup. Ine. Hyde Mfg. Co. Hyde Mfg. Co. Back Cover Hypro Engineering, Inc. 1 bleal Brass Works, Inc. John Spray Warner Co. Inc. Ingersoll—Products Division Borg Warner Corp. (Buss) International Harvester Co. J General Line) Jewin Auger Bit Co. J Jackson Mfg. Co. J Jackson Mfg. Co. 2 Jackson Mfg. Co. 2 Jackson Mfg. Co. 2 Jackson Mfg. Co. 2	Olin Mathieson Chem. Corp. Winchester Repeating Arms Bly. Orchard Industries. Inc. Osmandsen Forge Co. Os Fibre Brush Co. Inc. Palne Co. Paper Machine Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennsylvania Lawn Mower Div. Peterse Cartridge Div. Peters Cartridge Div. Peters Cartridge Div. Peters Mfg. Co. Phoenix Manufacturing Co. Plastes Co. Plastes Co. Prortable Electric Tools Inc. Power Products Corp. Prene Products Corp.	Union Fork & Hoe Co
Champion BeArment Co. Charmion Rearment Co. Choremaster Div. Weber Engineered Prods. Inc. Clastified Ads. Cleveland Mills Co. Clinton Machine Co. Coleman Company. Inc. Colorado Finel & Iron Corp. Mickwire Spencer Steel Div. Colombia Malleable Castings Corp. Commins Malleable Castings Corp. Commins Glass Works. Continental Scale Corp. Corning Glass Works. Cyclone Fence Rept. United States Steel Corp. D Dallas Mfgrs. & Wholesalers Asia. Asia. Lassey Corp. Darey Corp. Darey Corp. Deere. John. 44 Damascus Steel Products Corp. ** ** ** ** ** ** ** ** ** ** ** ** *	Mayes Spray Gun Co. Heineke & Co. Hemp & Co. Hemp & Co. Herschell Mfg Co. Inv. R. Hillerich & Bradsby Co. Holthouse & Hartup, Ine. Hodell Chain Co. Hypro Engineering, Inc. I Ideal Brass Works, Inc. To Ideal Fishing Float Co. Inc. Ingersult.—Products Division Borg-Warner Corp. (Discs) International Harvester Co. General Line) Irwin Auger Bit Co. J Jackson Mfg. Co. Jones & Laughlin Steel Corp. 2	Olin Mathieson Chem. Corp. Winchester Repeating Arms Bly. Orchard Industries. Inc. Osmandsen Forge Co. Os Fibre Brush Co. Inc. Palne Co. Paper Machine Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennsylvania Lawn Mower Div. Peterse Cartridge Div. Peters Cartridge Div. Peters Cartridge Div. Peters Mfg. Co. Phoenix Manufacturing Co. Plastes Co. Plastes Co. Prortable Electric Tools Inc. Power Products Corp. Prene Products Corp.	Union Fork & Hoc Co
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods, Inc. 7 Clark Brothers Bolt Co. Classified Ads. 7 Cleveland Mills Co. Chitton Machine Co. Coleman Company, Inc. Colorado Finel & Fron Corp. Wickwire Spencer Steel Div. Colombia Malleable Castings Corp. 50 Colomia Rope Co. Consumers Glue Co. 72 Corning Glass Works. 71 Croscent Fool Co. Crosman Arms Co. Inc. 8 Cyclone Fence Bept, United States Steel Corp. 9 Dallas Mfgrs. & Wholesalers Asin. 14 Damascus Steel Products Corp. 14 Damascus Steel Products Corp. 15 Darey Corp. 16 Deene. 16 Deene. 17 Deene. 16 Deene. 17 Deene. 17 Deene. 18 Deene. 19 Deene. 20 Deen	Mayes Spray Gun Co. Heineke & Co. Hemp & Co. Hemp & Co. Herschell Mfg Co. Inc. R. Hillerich & Bradsby Co. Holdhouse & Hartup, Inc. Hodell Chain Co. Hyde Mfg Co. Back Cover Hydro Engineering, Inc. I Ideal Brass Works, Inc. To Ideal Fishing Float Co. Inc. Ingersoll—Products Division Borg Warner Corp. (Disse) International Harvester Co. 1 General Litte) Irwin Auger Bit Co. J Jackson Mfg Co. Jones & Laughlin Steel Corp. 2 K Kaiser Alum, & Chem. Co. Kell Lock Co. Inc. ** ** ** ** ** ** ** ** Kaiser Alum, & Chem. Co. ** ** ** ** ** ** ** ** **	Olin Mathieson Chem. Corp. Winchester Repeating Arma Bly Palne Co. Palne Go. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Mfg. Co. Phoenis Manufacturing Co. Plastex Co. Plymouth Cordage Co. Plymouth Cordage Co. Portable Electric Tools, Inc. Power Froducts Corp. Proen Products Co. Propulsion Engine Corp.	Union Fork & Hoc Co
Champion BeArment Co. Charmion Rearment Co. Choremaster Div. Weber Engineered Preds. Inc. Classified Ads. Cleveland Mills Co. Clinston Machine Co. Coleman Company Inc. Colorado Fuel & Iron Corp. Wickwire Spener Steel Div. Colomina Malleable Castings Corp. Columbia Malleable Castings Corp. Columbia Malleable Castings Corp. Columbia Malleable Castings Corp. Consumers Glue Co. Consumers Glue Co. Corning Glass Works. Corning Glass Works. Crosevat Taul Co. Cyclone Fence Rept. United States Steel Corp. Departs Corp. Darge Corp. Dere, John Demeritt Co. Core. Corp. Deres Corp. Deres Corp. Corp. Corp. Deres Corp. De	Mayes Spray Gun Co. Heineke & Co. Heinek & Co. Hemp & Co. Herschell Mfg. Co. Inc. R. Hillerich & Bradsby Co. Holdell Chain Co. Hyde Mfg. Co. Back Cover Hydro Engineering, Inc. Indeal Brass Works, Inc. To Ideal Fishing Float Co., Inc. Ingersall.—Products Division Borg Warner Corp. (Disse) International Harvester Co. General Litte) Jackson Mfg. Co. Jones & Laughlin Steel Corp. K Kaiser Alum, & Chem. Co. Keill Lock Co., Inc. Keillogs Brush Mfg. Co. Keillogs Brush Mfg. Co. Keuffel & Esser Co.	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 12 47 Orchard Industries. Inc. Osmundsen Forge Co. Os Fibre Brush Co. Inc. Paine Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Mfg. Co. Petersen Mfg. Co. Petersen Mfg. Co. Portable Electric Tools. Inc. Propulsion Engine Corp. Propulsion Engine Corp. Propulsion Engine Corp. Propulsion Engine Corp.	Union Fork & Hoe Co. Union Malleable Mfg. Co. United States Plywood Corp. United States Robber Co. (Cycle Tire Dept.) United States Robber Co. (Cycle Tire Dept.) United States Steel Corp. Universal Converting Corp. Universal Corp. Uni
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods, Inc. 7 Clark Brothers Bolt Co. Classified Ads. 7 Cleveland Mills Co. Chitton Machine Co. Coleman Company, Inc. Colorado Finel & Fron Corp. Wickwire Spencer Steel Div. Colombia Malleable Castings Corp. 50 Colomia Rope Co. Consumers Glue Co. 72 Corning Glass Works. 71 Croscent Fool Co. Crosman Arms Co. Inc. 8 Cyclone Fence Bept, United States Steel Corp. 9 Dallas Mfgrs. & Wholesalers Asin. 14 Damascus Steel Products Corp. 14 Damascus Steel Products Corp. 15 Darey Corp. 16 Deene. 16 Deene. 17 Deene. 16 Deene. 17 Deene. 17 Deene. 18 Deene. 19 Deene. 20 Deen	Mayes Spray Gun Co. Heineke & Co. Heinek & Co. Hemp & Co. Herschell Mfg Co. Inc. R. Hillerich & Bradsby Co. Holdhouse & Hartup, Inc. Hodell Chain Co. Hyde Mfg Co. Back Cover Hydro Engineering, Inc. To Ideal Fishing Float Co. Inc. Ingersoll—Products Division Borg-Warner Corp. (Disse) International Harvester Co. 1General Litte) Irwin Auger Bit Co. Keill Lock Co. Inc. Keilfel & Esser Co. Keystone Steel & Wire Co.	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 12 47 Orchard Industries. Inc. Osmundsen Forge Co. Os Fibre Brush Co. Inc. Paine Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Mfg. Co. Petersen Mfg. Co. Petersen Mfg. Co. Portable Electric Tools. Inc. Propulsion Engine Corp. Propulsion Engine Corp. Propulsion Engine Corp. Propulsion Engine Corp.	Union Fork & Hoe Co. Union Malleable Mfg. Co. United States Plywood Corp. United States Robber Co. (Cycle Tire Dept.) United States Robber Co. (Cycle Tire Dept.) United States Steel Corp. Universal Converting Corp. Universal Corp. Uni
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods, Inc. 7 Clark Brothers Bolt Co. Classified Ads. 7 Cleveland Mills Co. Chitton Machine Co. Coleman Company, Inc. Colorado Finel & Fron Corp. Wickwire Spencer Steel Div. Colombia Malleable Castings Corp. 50 Colomia Rope Co. Consumers Glue Co. 72 Corning Glass Works. 71 Croscent Fool Co. Crosman Arms Co. Inc. 8 Cyclone Fence Bept, United States Steel Corp. 9 Dallas Mfgrs. & Wholesalers Asin. 14 Damascus Steel Products Corp. 14 Damascus Steel Products Corp. 15 Darey Corp. 16 Deene. 16 Deene. 17 Deene. 16 Deene. 17 Deene. 17 Deene. 18 Deene. 19 Deene. 20 Deen	Mayes Spray Gun Co. Heineke & Co. Hemp & Cu. Hernell Mfg Co. Inv. R. Hillerich & Bradsby Co. Hofthouse & Hartup, Inc. Hyde Mfg Co. K Kaiser Alum & Chem Co. Keilogg Brush Mfg Co. Kenffel & Esser Co. Kung Hardware Co. King Hardware Co.	Olin Mathieson Chem. Corp. Winchester Repeating Arma Bly Palle Co. Palpee Machine Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennesylvania Lawn Mower Bly Peters Cartridge Bly Petersen Mfg. Co. Phoenix Manufacturing Co. 52 Plastex Co. Plymouth Cordage Co. Plymouth Cordage Co. Propulsion Engine Corp. Radiator Specialty Co. Radiator Specialty	Union Fork & Hoc Co. Union Malleable Mfg. Co. 11 United States Plywood Curp. 62 United States Rabber Co. (Cycle Tire Dept.) United States Stoel Corp. Co. Universal Converting Corp. Experiman, Bill Upon Bruthers, Inc. Use S. Expansion Belt Co. Utica Drop Forge & Tool Co. Victor Saw Works, Inc. Virginia Mfg. Co. 72 Weller Lifelihe Fly Co. 72 Weller Lifelihe Fly Co. 72 Weller Electric Corp. 20, 21 Wickwire Bros. Inc. Wickwire Bros. Inc. Wickwire Bros. Inc. Wickwire Spencer Steel Div. of The Colorado Fuel Iron Corp. 4 Wisconsin Motor Corp. 108 Wood Shovel Tool Co.
Champion BeArment Co. Charmion Rearment Co. Choremaster Div Weber Engineered Preds. Inc. Classified Ads. Cleveland Mills Co. Clinston Machine Co. Coleman Company, Inc. Colorado Fuel & Iron Corp. Wickvire Spenere Steel Div Columbia Mallenble Castings Corp. Columbia Rope Co. Consumers Glue Co. Continental Scale Corp. Corring Glass Works. Crescut Toul Co. Cyclone Fence Ropt. United States Steel Corp. Dullas Mfgrs. & Wholesalers Assn. Damascus Steel Products Corp. Derre, John Dempster Mill Mfg. Co. Diamond Calk Horseshow Co. Draper Maynard Company. E Eclipse Lawn Mower Co.	Mayes Spray Gun Co. Heineke & Co. Hemp & Cu. Hemp & Cu. Herschell Mfg Co. Inv. R. Hillerich & Bradshy Co. Hofthouse & Hartup, Inc. Hodell Chain Co. Hyde Mfg Co. Back Cover Hypro Engineering, Inc. Italian Brass Works, Inc. To Ideal Fishing Float Co. Inc. Ingersoll—Products Division Borg-Warner Corp. (Dises) International Harvester Co. (General Line) Irwin Auger Bit Co. Jackson Mfg Co. Junes & Laughlin Steel Corp. K Kaiser Alum & Chem Co. Keilog Brush Mfg Co. Keilog Brush Mfg Co. Kentfel & Esser Co. Keystone Steel & Kire Look Co.	Olin Mathieson Chem. Corp. Winchester Repeating Arma Div. Orchard Industries. Inc. Osmandsen Forge Ca. Os Fibre Brush Co. Inc. Panee Go. Panee Go. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Mfg. Co. Phoenis Manufacturing Co. Plastex Co. Plymouth Cordage Co. Plymouth Cordage Co. Portable Electric Tools, Inc. Power Fraducts Corp. Proc. Products Co. Propulsion Engine Corp. Radiator Specialty Co. Radiator Specialty Co. Radiator Specialty Co. Radiator Specialty Co. Radiator Mfg. Co. Propulsion Engine Corp. Red Head Brand Co. Red Jacket Mfg. Co. Power Products Corp. Red Jacket Mfg. Co. Power Products Corp. Red Jacket Mfg. Co. Red Jacket Mfg. Co. Reeve Company Remincton Arms Co. 12 13	Union Fork & Hoe Co. Union Malleable Mfg. Co. United States Plywood Corp. United States Rubber Co. (Cycle Tire Dept.) United States Rubber Co. (Cycle Tire Dept.) United States Steel Corp. Universal Converting Corp. Universal Cor
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Preds. Inc. 7 Clark Brothers Bolt Co. 5 Classified Ads. 7 Cleveland Mills Co. 6 Clinton Machine Co. 6 Coleman Company Inc. 7 Colorado Fuel & Iron Corp. 7 Wickwire Spenery Steel Div. 8 Colombia Mallenble Castings Corp. 50 Columbian Rope Co. 7 Continental Scale Corp. 6 Consumers Gine Co. 7 Corning Glass Works. 71 Crosvant Toul Co. 10 Cyclone Fence Rept. United States Steel Corp. 7 Derector Corp. 8 Dallas Mfgrs. & Wholesalers Assn. 14 Damascus Steel Products Corp. 9 Derector John 10 Dempster Mill Mfg. Co. 9 Dempster Mill Mfg. Co. 9 Dempster Mill Mfg. Co. 9 Draper Maynard Company 3 E Eclipse Lawn Mower Co. Lawn Mower Div. 90,91 Chaln Saw Div. 97, 95	Mayes Spray Gun Co. Heineke & Co. Heinek & Co. Hemp & Co. Herschell Mfg. Co. Inc. R. Hillerich & Bradsby Co. Holdhouse & Hartup, Inc. Hodell Chain Co. Hyde Mfg. Co. Back Cover Hypro Engineering, Inc. To Ideal Fishing Float Co., Inc. Ingersalls—Products Division Borg Warner Corp. (Disse) International Harvester Co. General Line) Irwin Auger Bit Co. Kaiser Alum, & Chem. Co. Keill Lock Co., Inc. Keill Lock Co., Inc. Keilfog Brush Mfg. Co. Kenffel & Esser Co. Kuffel & Esser Co. King Hardware Co. Kiem Hardware Co. Kiem Hardware Co. Kiem & Sons, Mathias. 73	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 12 47 Orchard Industries. Inc. Osmandsen Forge Ca. Os Fibre Brush Co. Inc. 19 Paine Co. 70 Painee Machine Co. 95 Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. 95 Pennes Mg. Co. 60 Pennesylvania Lawn Mower Div. 8 Petersen Mg. Co. 60 Primouth Cardage Co. 74 Plymouth Cardage Co. 74 Plymouth Cardage Co. 74 Prymouth Cardage Co. 74 Proposition Electric Tools Inc. 5 Power Products Corp. 8 Radiator Specialty Co. 8 Radiator Specialty Co. 8 Radiator Specialty Co. 8 Radiator Specialty Co. 8 Radiator Specialty Co. 8 Red Head Brand Co. 90 Reve Company 6 Red Jacket Mfg. Co. 90 Reve Company 7 Remington Arms Co. 12 Republic Steel Corp. 12 Richards Wileox Mfg. Co. 8 Receive Singlass & Glue Co. 8	Union Fork & Hoe Co. Union Malleable Mfg. Co. 11 United States Plywood Curp. 63 United States Robber Co. (Cycle Tire Dept.) United States Steel Corp. 0 Universal Converting Corp. 1 Universal Converting Corp. 2 Universal Converting Corp. 3 Universal Corp. 3
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Prods. Inc. 7 Clark Brothers Bolt Co. 5 Classified Ads. 7 Cleveland Mills Co. 6 Clinton Machine Co. 6 Coleman Company. Inc. 7 Colorado Finel & Iron Corp. 7 Mickwire Spencer Steel Div. 7 Colorado Finel & Iron Corp. 5 Colorado Finel & Iron Corp. 5 Colorado Royal & Iron Corp. 5 Continental Scale Corp. 5 Corning Glass Works 71 Croscent Tool Co. 10 Cyclone Fence Bept United States Steel Corp. 7 Dallas Mfgrs. & Wholesalers Ann. 7 Dempster Mill Mfg. Co. 9 Diamond Calk Horseshoe Co. 5 Draper Maynard Company 3 E Eclipse Lawn Mower Co. 1 Lawn Mower Div. 90,91 Chain Saw Div. 97, 93 Chain Saw Div. 97 C	Mayes Spray Gun Co. Heineke & Co. Heinek & Co. Hemp & Co. Herschell Mfg. Co. Inc., R. Hillerich & Bradsby Co. Holdell Chain Co. Hyde Mfg. Co. Back Cover Hydro Mfg. Co. Back Cover Hydro Mfg. Co. Hydro Co.	Olin Mathieson Chem. Corp. Winchester Repeating Arms Div. 12 47 Orchard Industries. Inc. Osmandsen Forge Ca. Os Fibre Brush Co. Inc. 19 Paine Co. 70 Painee Machine Co. 95 Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. 99 Pennsylvania Lawn Mower Div. 52 Pennsylvania Lawn Mower Div. 54 Petersen Mfg. Co. 60 Phoenis Manufacturing Co. 52 Plastex Co. 74 Plymouth Cardage Co. 74 Plymouth Cardage Co. 74 Propalet Electric Tools for 5 Power Products Corp. 75 Power Products Corp. 75 Prome Products Corp. 75 Radiator Specialty Co. 88 Radiator Specialty Co. 99 Red Head Brand Co. 99 Remingtan Arms Co. 45 Republic Steel Corp. 12 13 Richards Wilcox Mfg. Co. 88 Rogers Isinglass & Glue Co. 88 Ro	Union Fork & Hoe Co. Union Malleable Mfg. Co. United States Plywood Corp. United States Rubber Co. (Cycle Tire Dept.) United States Rubber Co. (Cycle Tire Dept.) United States Steel Corp. Universal Converting Corp. V Victor Saw Works, Inc. Virginia Mfg. Co. Want Ads. Warp Brothers Ware Master Co. Waller Lifelika Fly Co. Weller Electric Corp. Weller Electric Corp. Wickwire Spencer Steel Div. of The Colorado Fuel Iron Corp. Wire Products Company Wire Products Company Wire Products Company Wire Products Company Wood Showel Tool Co. Wooster Rubber Co. Wright Steel Wire Co., G. F. 68
Champion BeArment Co. Front Cover Chattanooga Royal Co. Choremaster Div. Weber Engineered Preds. Inc. 7 Clark Brothers Bolt Co. 5 Classified Ads. 7 Cleveland Mills Co. 6 Clinton Machine Co. 6 Coleman Company Inc. 7 Colorado Fuel & Iron Corp. 7 Wickwire Spenery Steel Div. 8 Colombia Mallenble Castings Corp. 50 Columbian Rope Co. 7 Continental Scale Corp. 6 Consumers Gine Co. 7 Corning Glass Works. 71 Crosvant Toul Co. 10 Cyclone Fence Rept. United States Steel Corp. 7 Derector Corp. 8 Dallas Mfgrs. & Wholesalers Assn. 14 Damascus Steel Products Corp. 9 Derector John 10 Dempster Mill Mfg. Co. 9 Dempster Mill Mfg. Co. 9 Dempster Mill Mfg. Co. 9 Draper Maynard Company 3 E Eclipse Lawn Mower Co. Lawn Mower Div. 90,91 Chaln Saw Div. 97, 95	Mayes Spray Gun Co. Heineke & Co. Heinek & Co. Hemp & Co. Herschell Mfg. Co. Inc. R. Hillerich & Bradsby Co. Holdhouse & Hartup, Inc. Hodell Chain Co. Hyde Mfg. Co. Back Cover Hypro Engineering, Inc. To Ideal Fishing Float Co., Inc. Ingersalls—Products Division Borg Warner Corp. (Disse) International Harvester Co. General Line) Irwin Auger Bit Co. Kaiser Alum, & Chem. Co. Keill Lock Co., Inc. Keill Lock Co., Inc. Keilfog Brush Mfg. Co. Kenffel & Esser Co. Kuffel & Esser Co. King Hardware Co. Kiem Hardware Co. Kiem Hardware Co. Kiem & Sons, Mathias. 73	Olin Mathieson Chem. Corp. Winchester Repeating Arma Bly. Orchard Industries. Inc. Osmandsen Forge Co. Os Fibre Brush Co. Inc. Paper Machine Co. Paper Machine Co. Pennes Tool Corp. Penn Fishing Tackle Mfg. Co. Pennsylvania Lawn Mower Div. Petersen Mfg. Co. Phoenis Manufacturing Co. Plastes Cartridgo Div. Petersen Mfg. Co. Phoenis Manufacturing Co. Plastes Co. Propulsion Engine Corp. R Radiator Specialty Co. Rain-Jet Corp. Red Devil Tools Red Jacket Mfg. Co. Red Jacket Mfg. Co. Red Mig. Co. Remington Arma Co. Red Seeket Mfg. Co. Remington Arma Co. Remouthout Affection Stephile Steel Corp. Remington Arma Co. Remouthouthouthouthouthouthouthouthouthouth	Union Fork & Hoe Co. Union Malleable Mfg. Co. 11 United States Plywood Curp. 63 United States Robber Co. (Cycle Tire Dept.) United States Steel Corp. 0 Universal Converting Corp. 1 Universal Converting Corp. 2 Universal Converting Corp. 3 Universal Corp. 3

ROOT Power Mowers

FIRST FOR '58!

Ride Right into Mower Sales with

RANGER DER 21

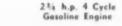
Tractor Type Rotary Mower

Quick Hitch trailer type Mowers available to provide Full 60" Cut

All Controls Directly Under Hand

Recoil Starter Exposed Handle

> An entirely new concept in Riding Mower styling, safety, comfort and economy.



Full 21" Cut Rear Discharge

Comfort for any Sixe Operator

> Rear Wheel Chain Drive

Shift Lever for Neutral, Forward and Reverse

Order NOW for 1958 Price Protection

Besides providing the longest discounts in the Industry . . . Root will guarantee price protection against increases, on orders placed prior to December 31, 1957 and deliver as you request.

The Root line is Complete, there's an advantage in buying from one recognized manufacturer. Other units are

- Heavy duty PATHFINDER MOWERS, recommended for heavy mowing jobs in brush, weeds and grass. 20" Hi-Boy, 24" Hi-Boy, 20" Self-Propelled and 24" Self-Propelled.
- Popular priced WHIZ MOWERS, 18" and 20" Free-Wheeling models and the new 20" Self-Propelled and 21" Self-Propelled models.
- WHIZ POWER SAWS, complete power tools, 18" with 2 h.p. 4-cycle engine; 20" with 2½ h.p. 4-cycle engine and the big heavy duty 26" self-propelled with 5 h.p. 4-cycle engine.
- •ATTACHMENTS for WHIZ POWER SAWS Mowing Unit, Post Hole Auger, Rotary Tiller Hoe, Disston Chain Saw, Cord Wood Cut-off and high speed Grinding Wheel.

Write for complete information about the entire Root line and the new Price Protection plan for 1958.



Meavy, duty PATHFINDER retery MOWER, 20° and 24° sizes Manual and



The popular 20 Self-propelled WHIZ

ROOT MANUFACTURING CO., INC.

127 EAST ELEVENTH ST. BAXTER SPRINGS, KANSAS

HEAVY-DUTY Air-Cooled

Model AEN, Single Cyl. Models AFH, AHH, AGH Models TH, THD
4.5 — 8.25 hp. 6 — 9 hp. 2-cylinder

The most complete line in the industry and what it means to Y

• In horsepower range (3 to 56 hp.) . . . in 4-cycle single cylinder, 2- and 4-cylinder types and models in heavy-duty stamina and performance . . . in High Torque load-holding Lugging Power -Wisconsin Engines lead the field by a wide margin! Little wonder that Wisconsin Heavy-Duty Air-Cooled Engines are specified as "standard" power units by more manufacturers of farm and orchard equipment than any other make of engine.

As a farm machine dealer this should be of much interest to you, whether or not you are classified as a "Wisconsin Authorized Service Station" . . . because every one of the more than 2,000 Service Stations throughout the U.S. and Canada carries a factory-recommended stock of parts for ALL Wisconsin Engine models, available to ALL dealers handling Wisconsin-powered equipment of

any kind . . . at a profit to the sub-dealer as well as to the "Authorized Wisconsin Service Station."

In addition to the farm equipment market, you will find many kinds of Wisconsin-powered construction machinery, material handling equipment, power mowers, railway maintenance-of-way machines, truck and trailer refrigeration units and various other kinds of mechanized equipment . . . available for servicing (or replacement engines) right in your community.

Be posted. Write for free copy of our complete roster of Wisconsin Authorized Service Stations and Distributors (Bulletin S-198) and also ask for a copy of our latest full-line "Spec" Bulletin C-212. Identify yourself with the No. 1 Line of Heavy-Duty Air-Cooled Engines and the profit opportunities it represents.



MOTOR

World's Largest Builders of Heavy-Duty Air-Cooled Engines MILWAUKEE 46, WISCONSIN



MIRRO National Advertising will be hammering home this "MIRRO to give or to live with theme, during the buy-happy holiday season And here is the impressive selection of MIRRO merchandise, every piece loaded with gift appeal, that will be featured in MIRRO's pre-Christmas campaign

Make sure your stocks are full and displays are set, to tie in with this power-packed gift promotion.

This year, more people will be buying MIRRO ... to give or to live with ... than ever before. Make sure you get your share!



NOT THE THE

- MIRRO MATIC PRESSURE PAN-4-qt (dist) \$13.95 Port. \$12.95, 6-qt. \$19.95, 8-qt \$22.95 Bogt. \$28.95, 4-qt Electric. \$29.95
- MIRRO MATIC ELECTRIC PERCOLATOR
 Charame on aluminum Completely automatic 9 cup, \$17.95
 Pulished aluminum \$13.95
- 11" SQUARE MIRRO-MATIC ELECTRIC FRY PAN INCLUDING COVER Completely immersible, with detachable Heat Control Plug, cord and matching high damed cover, only \$19.95 complete.
- MIRRO COPPER TONE MOLD SET hanging ring. 25) to 4 cups. Tarmsh-proof. \$5.95

G

- MIRRO COPPER TONE CARE CARRIER

 Tall enough for frusted angel cakes. Positive locking cover. Tarnish proof

 11 to " square. \$5.95
- MIRRO COPPER TONE CANISTER SET Tarmish proof Emish, Smart wooden knobs, Try, 7, 3, 4 of, capacities th priof facility Str late set. \$9.95
- MIRRO COPPER TONE BREAD ROX



1 sup \$19.95



\$4.50



70 of \$7.50





\$2.95



buy from your MIRRO jobber

ALUMINUM GOODS MANUFACTURING COMPANY . MANITOWOC, WISCONSIN Fifth Avenue Bidg., New York 10 * Merchandise Mart, Chicago 54
WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

faster turnover with H

HYDE CARDOSELLS

NDIVIDUALLY CARDED FIX-UP PAINT-UP TOOLS

10 REASONS WHY

HYDE Putty Knives, Wall Scrapers, Joint Knives and Paint Scrapers individually carded sell faster.

- 1. HYDE CARDS are printed in bright colors attract buyers
- 2. HYDE CARDS identify each tool by name
- HYDE CARDS show prices of tools
- 4. HYDE CARDS illustrate many uses of each tool
- 5. HYDE CARDS show quality construc-
- 6. HYDE CARDS advertise free how-to chart and product folder
- HYDE CARDS are packed as open stock in small units, ½ dozen per box
- 8. HYDE CARDS feature tools with blades dipped in clear coating to prevent rust and finger marks
 - 9. HYDE CARDS can be displayed store racks, bins and fixtures
- HYDE CARDS may be displayed or HYDE self-serve fixtures given at no charge with several assortments.

NEXT TIME ORDER



PUTTY KNIVES
WALL SCRAPERS
JOINT KNIVES
PAINT SCRAPERS
WALLPAPER TOOLS

HYDE MANUFACTURING CO., SOUTHBRIDGE, MASS., U. S. A.

Fix-up and Paint-up Tools